1979/1980 MAGAZINE EDITION $57

# Encyclomedia™

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ZERO TO 750,000 CIRCULATION
IN IT'S FIRST YEAR.

ZERO TO 500 ADVERTISING PAGES
IN IT'S FIRST YEAR.

READ WHY SELF
IS THE FASTEST GROWING WOMEN'S MAGAZINE
ON PAGE 3.

SELF
4 STEPS TO THE BEST HAIRCUT YOU EVER

ISSUED BY DECISIONS PUBLICATIONS, INC.

# The new tri-weekly Family Circle:
# More customers.
# More opportunities to reach them.
# When you want to reach them.

In January 1979, Family Circle became a tri-weekly magazine. A new issue is published every three weeks—or 17 times a year.

This means Family Circle is now an even better marketing tool with distinct advantages over other women's magazines. It offers you greater *frequency*, greater *flexibility*, greater *speed* in delivering your message to your full audience and greater *precision* in timing your advertising impact with other elements of your marketing plan.

You now can heavy-up your advertising schedule at will—to take advantage of key selling seasons, to introduce or test-market a new product or to meet stepped-up competition. And now you can schedule your ads in Family Circle on the same "flight" system used in buying broadcast time.

Family Circle implemented the increase from 14 to 17 issues only after all evidence confirmed our belief that we will maintain or improve the quality and approximate size of our circulation and audience. Two years of stepped-up frequency (13 issues in 1977, 14 issues in 1978) have yielded results even better than our expectations:

- Circulation, Average per Issue: Virtually no change (less than 1%); 1978 average 8,329,000 vs. 1977 average 8,407,000.
- Total Women Readers per Issue; *Up* 723,000 from 16,978,000 (1977/78 Simmons) to 17,701,000 women (1978/79 Simmons).
- Total Advertising Pages: *Up* 121 from 1584 pages in 1977 to 1705 pages in 1978.
- Advertising Pages per Issue: No change; at 122 pages 1978's 14 issues average out the same as 1977's 13 issues.
- Total Pages per Issue: Average issue down slightly from 216 pages in 1977 to 214 pages in 1978.

For years the women who buy Family Circle have treated it as a tri-weekly in one sense. 70 to 75% of them have snapped up a typical issue in the first week—and 88 to 92% in the first two weeks—of its on-sale period. By the end of the third week, racks frequently have been empty. All indicators show that more frequent issues of Family Circle are being well received by reader/buyers and by retailers who are getting increased turnover for one of the highest-profit items in their stores.

Our rate base remains at 8,350,000.* Family Circle continues to be the world's largest selling women's magazine—still sold entirely through single copy sales in retail stores—every buyer an active shopper.

There have never been more reasons to advertise in Family Circle.

| **1980 ON-SALE AND CLOSING DATES** | | **CLOSING DATES** | |
|---|---|---|---|
| | | KROMATIC FULL RUN<br>Contract, insertion order and 4 C positives with proofs, art and mechanicals for black and one-color and black and white | LETTERPRESS COVERS<br>FULL RUN WITH COPY CHANGES<br>REGIONAL<br>Contract, insertion order and plates with proofs for four-color, black and one color, black-and-white |
| 1980 ISSUES (COVER DATE) | ON-SALE | DUE | DUE |
| JAN 8 | DEC 11 | OCT 5 | SEP 28 |
| FEB 1 | JAN 8 | NOV 2 | OCT 26 |
| FEB 19 | JAN 29 | NOV 21 | NOV 16 |
| MAR 11 | FEB 19 | DEC 14 | DEC 7 |
| APR 1 | MAR 11 | JAN 4 | DEC 28 |
| APR 22 | APR 1 | JAN 25 | JAN 18 |
| MAY 13 | APR 22 | FEB 15 | FEB 8 |
| JUN 3 | MAY 13 | MAR 7 | FEB 29 |
| JUN 24 | JUN 3 | MAR 28 | MAR 21 |
| JUL 15 | JUN 24 | APR 18 | APR 11 |
| AUG 5 | JUL 15 | MAY 9 | MAY 2 |
| AUG 26 | AUG 5 | MAY 29 | MAY 23 |
| SEP 16 | AUG 26 | JUN 20 | JUN 13 |
| OCT 7 | SEP 16 | JUL 11 | JUL 1 |
| NOV 1 | OCT 7 | AUG 1 | JUL 25 |
| NOV 18 | OCT 28 | AUG 22 | AUG 15 |
| DEC 9 | NOV 18 | SEP 12 | SEP 5 |

Sources: ABC Publisher's statements, 6/30/77, 12/31/77, 6/30/78 and ABC Fas Fax 12/31/78; Simmons Reports 1977/78 and 1978/79; PIB Reports 12/77 and 12/78, R. Russell Hall Reports 12/77 and 12/78.

## Family Circle. A new issue every three weeks.

NYT A New York Times Company

© 1979 The Family Circle, Inc. Title Reg. U.S. Pat. Off.

*Except, as before, for four seasonally discounted issues.

[illegible]

# 1979/80 MAGAZINE ENCYCLOMEDIA

VOL. 2 NO. 3

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Published by Decisions Publications, Inc.

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# HOW TO USE THIS BOOK.

This book contains a wealth of data.

It can be as useful to you as you make it, and that depends on the extent to which you familiarize yourself with its contents.

We have done our best to make it easy for you to do this via the complete contents on the first and last pages and on the cover, as well as the explanation of the various sections which follows.

**Trends in magazine growth.**

[P. 7] Here are the basic statistics—trends in numbers of magazines, circulation, ad volume, revenues, costs. Plus information on magazine readership, including average number of copies read, time spent, and SMRB's Media Imperatives®, expanded since our first edition.

**How to contact a magazine directly.**

[P. 33] Company name, address, telephone number, name of publisher and ad director for over 1,000 consumer publications, groups, networks, corporate buys.

Want to know a magazine's editorial focus? Vital statistics? In bold type, under each listing, is the category the magazine has selected which best defines its content and/or market. Turn to page 89, Section 3, for the magazine's vital statistics.

**How to reach a special interest, target market.**

[P. 89] Vital statistics of over 1,000 consumer publications grouped in 33 editorial categories with frequency, rate base, paid circulation, audience and reader-per-copy estimates, page rates, bleed and split-run availability and percentage of editorial to total pages per

# THE NEW IMPROVED LYANNE DOWLING.

How can Lyanne Dowling release the tension built up in rough and tumble budget meetings? That's just one of the subtle problems she faces every day as Personnel Director of New York's Museum of Modern Art. Now there's a magazine that helps contemporary women solve the new problems created by their new way of life. SELF. The self-improvement magazine for today's complete woman. Each month SELF presents in depth articles on nutrition, emotional well-being, physical fitness, culture and beauty. Whether today's woman wants to improve her body or her mind, she'll find it all in SELF Magazine.

"My biggest career problem has been fear of speaking to large groups. I've discovered that the best way to handle it is to plunge right in. Once it's too late to turn back, and you have to open your mouth or embarrass yourself, the excitement of the challenge takes over, and the fear dissolves. If you let fear take over, you'll never get beyond where you are."

"For me, self-improvement is a full time job. I believe in growing in a lot of different directions at the same time. So I'm pursuing a degree in Interior Design at night school. I also read fiction, books on architecture and SELF Magazine."

## SELF
## THE FIRST WORD IN SELF-IMPROVEMENT.

"I don't think you'd ever mistake me for Arnold Schwarzenegger, but we both lift weights. I recently started working with a lifting machine, and it's improved my general body tone and stamina. And I also jog on weekends with my husband Bill."

"I'm one of those people that everybody loves to hate because I've never [illegible] more than 5 pounds. But last year I read about the health benefits of a high-fiber diet. Now I eat lots of fruit and vegetables, and very few carbohydrates. It's not easy for a reformed pasta addict like me, but it's worth it. At 29, I'm learning that good health is my most important asset."

A Condé Nast Publication

average issue in 1978. Information comes from the individual magazines.

A list of the 33 editorial categories is on page 92; legend to tabular data on page 91. For a list of the networks and corporate buys and their components, see page 132.

**Audience estimates.**

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**Market coverage.**

[P. 163] Circulation and coverage figures in each of the top 20 ADI's for the 111 publications in the ABC data bank. Circulation and coverage in A, B, C and D counties, too.

**Local markets.**

[P. 181] Our Local Buys section begins with a state-by-state listing of magazines edited specifically for local markets, including city magazines, newspaper-delivered supplements and entertainment guides, complete with addresses, phone numbers and vital statistics. Regional publications, too, on page 197.

Part two of this section gives circulation and cost data for the newspapers distributing the nationally syndicated supplements—Family Weekly, Parade, and Metro Sunday—plus two new special-interest newspaper-distributed magazines, All In Style and Travel Illustrated.

To round out the local availabilities, we include the local buys offered in national magazines through Media Networks, Inc.

**Need more information?**

[P. 209] Here are listings of associations, audience and copy researchers, computer services and other firms in business to help the magazine advertiser.

**The language.**

[P. 217] Glossary of terms used in magazine advertising planning and buying.

The Magazine Encyclomedia is not a substitute for direct contact with individual magazines. It does not cover rate structure or discounts. It doesn't provide essential reach and frequency, product usage data, or even the very latest in circulation or rates, since these change so quickly. But it is an important, new approach to the old problem of finding information. At its best it makes it possible for the planner to answer questions and block out realistic plans and candidate magazines in a fraction of the time now required. At its least it lets the planner make a more informed decision about which magazines to contact for additional information. We repeat: it can be as useful to you as you make it and know it.

She's a WHYS GUY

She doesn't dream about doing things. She does them. So do 7.2 million get-it-while-you're-young women who read Glamour for its candid view of their real world. Glamour lays out all their options . . . social, psychological, physical, financial. Glamour statistics lay out your wise-buy advertising option. Glamour is the most efficient among all women's magazines* to reach • Young women • Single women • College-educated women • Working women • Women in high income families • Women in metropolitan areas. All with a consuming interest in the real world. For these 7.2 million inquiring and acquiring readers, reality beats fantasy in every issue.

A Condé Nast Package Magazine Copyright © 1979 by the Condé Nast Publications Inc.

# SEVEN TRAVEL & LEISURES. CHECK THEM OUT!

## Regionals

### Definitions

**EASTERN REGION:** Maine, Vermont, New Hampshire, Massachusetts, Rhode Island, Connecticut, New York, New Jersey, Pennsylvania, Maryland, Delaware, Washington, D.C., Puerto Rico, Virgin Islands

**NEW YORK METRO EDITION:** Counties: Fairfield, *Conn.*; Bergen, Essex, Hudson, Middlesex, Morris, Passaic, Somerset, Union, *New Jersey;* Bronx, Kings, Nassau, New York, Queens, Richmond, Rockland, Suffolk, Westchester, *New York;* Puerto Rico, Virgin Islands.

**MIDWEST EDITION:** North Dakota, South Dakota, Nebraska, Kansas, Minnesota, Iowa, Missouri, Wisconsin, Illinois, Indiana, Michigan, Ohio, Kentucky, West Virginia.

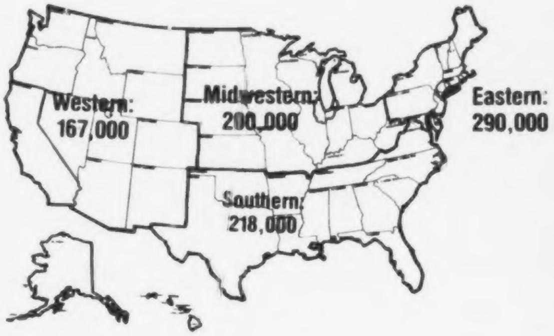
**CHICAGO METRO EDITION:** Counties: Cook, De Kalb, Du Page, Grundy, Kane, Kankakee, Kendall, Lake, La Salle, Livingston, McHenry, Will, *Illinois;* Jasper, Lake, La Porte, Newton, Porter, *Indiana;* Berrien, *Michigan;* Kenosha, *Wisconsin.*

**SOUTHERN EDITION:** Virginia, North Carolina, South Carolina, Georgia, Florida, Tennessee, Alabama, Mississippi, Arkansas, Louisiana, Oklahoma, Texas.

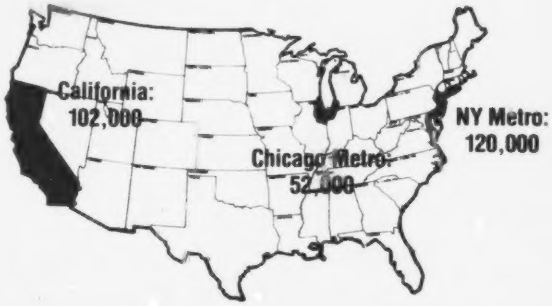
**WESTERN EDITION:** Washington, Oregon, California, Idaho, Nevada, Arizona, Utah, Montana, Wyoming, Colorado, New Mexico, Alaska, Hawaii.

**CALIFORNIA METRO EDITION:** State of California.

### Four Regional Editions



### Three Metros



# TRAVEL& LEISURE

Published by American Express Publishing Corporation
1350 Avenue of the Americas
New York, N.Y. 10019 (212) 399-2500

AMERICAN EXPRESS

# SECTION 1

# DIMENSIONS

The pattern of magazine industry growth is important background for the media planner. In this second Magazine Encyclomedia we again present the basic statistics of the medium, gathered from a variety of sources, some updated, some new. This section can provide important and necessary facts and figures to have at your fingertips for client meetings, planning sessions, speeches, reports. Some highlights:

**Pages 8-16** — Advertising Volume. Trends in magazine ad volume, revenue, top magazine advertisers.

**Page 18** — Magazine advertising cost trends.

**Page 19** — Circulation trends.

**Page 20** — Readership. Profile of the average magazine reader, other data.

**Pages 22-31** — SMRB's Media Imperatives — magazine readership vs television viewing, radio listening, newspaper readership.

# ADVERTISING VOLUME

## TOTAL ADVERTISING VOLUME IN THE UNITED STATES 1974-1978

(in millions of dollars)

| | 1974 | | 1975 | | 1976 | | 1977 | | 1978* | |
|---|---|---|---|---|---|---|---|---|---|---|
| | Dollars | Percent | Dollars | Percent | Dollars | Percent | Dollars | Percent | Dollars | Percent |
| **Newspapers** | 8,001 | 29.9 | 8,442 | 29.9 | 9,910 | 29.4 | 11,132 | 29.2 | 12,690 | 29.0 |
| National | 1,194 | 4.5 | 1,221 | 4.3 | 1,502 | 4.5 | 1,677 | 4.4 | 1,810 | 4.1 |
| Local | 6,807 | 25.4 | 7,221 | 26.6 | 8,408 | 24.9 | 9,455 | 24.8 | 10,880 | 24.9 |
| **Magazines** | 1,504 | 5.6 | 1,465 | 5.2 | 1,789 | 5.3 | 2,162 | 5.7 | 2,595 | 5.9 |
| Weeklies | 630 | 2.3 | 612 | 2.2 | 748 | 2.2 | 903 | 2.4 | 1,165 | 2.7 |
| Women's | 372 | 1.4 | 368 | 1.3 | 457 | 1.4 | 565 | 1.5 | 670 | 1.5 |
| Monthlies | 502 | 1.9 | 485 | 1.7 | 584 | 1.7 | 694 | 1.8 | 760 | 1.7 |
| **Farm publications** | 72 | 0.3 | 74 | 0.3 | 86 | 0.3 | 90 | 0.2 | 105 | 0.2 |
| **Television** | 4,851 | 18.1 | 5,272 | 18.6 | 6,721 | 19.9 | 7,612 | 20.0 | 8,850 | 20.2 |
| Network | 2,145 | 8.0 | 2,310 | 8.2 | 2,857 | 8.5 | 3,460 | 9.1 | 3,910 | 8.9 |
| Spot | 1,495 | 5.6 | 1,630 | 5.7 | 2,154 | 6.4 | 2,204 | 5.8 | 2,600 | 5.9 |
| Local | 1,211 | 4.5 | 1,332 | 4.7 | 1,710 | 5.0 | 1,948 | 5.1 | 2,340 | 5.3 |
| **Radio** | 1,837 | 6.9 | 2,025 | 7.2 | 2,330 | 6.9 | 2,634 | 6.9 | 2,955 | 6.8 |
| Network | 69 | 0.3 | 85 | 0.3 | 105 | 0.3 | 137 | 0.4 | 160 | 0.4 |
| Spot | 405 | 1.5 | 440 | 1.6 | 518 | 1.5 | 546 | 1.4 | 610 | 1.4 |
| Local | 1,363 | 5.1 | 1,500 | 5.3 | 1,707 | 5.1 | 1,951 | 5.1 | 2,185 | 5.0 |
| **Direct mail** | 3,986 | 14.9 | 4,155 | 14.7 | 4,813 | 14.3 | 5,333 | 14.0 | 6,030 | 13.8 |
| **Business papers** | 900 | 3.4 | 919 | 3.2 | 1,035 | 3.1 | 1,221 | 3.2 | 1,420 | 3.2 |
| **Outdoor** | 309 | 1.2 | 335 | 1.2 | 383 | 1.1 | 418 | 1.1 | 465 | 1.1 |
| National | 203 | 0.8 | 220 | 0.8 | 252 | 0.7 | 290 | 0.8 | 310 | 0.7 |
| Local | 106 | 0.4 | 115 | 0.4 | 131 | 0.4 | 128 | 0.3 | 155 | 0.4 |
| **Miscellaneous** | 5,270 | 19.7 | 5,583 | 19.7 | 6,653 | 19.7 | 7,518 | 19.7 | 8,630 | 19.7 |
| National | 2,752 | 10.3 | 2,881 | 10.2 | 3,474 | 10.3 | 3,935 | 10.3 | 4,495 | 10.3 |
| Local | 2,518 | 9.4 | 2,702 | 9.5 | 3,179 | 9.4 | 3,583 | 9.4 | 4,135 | 9.4 |
| **Total national** | 14,725 | 55.1 | 15,400 | 54.5 | 18,585 | 55.1 | 21,055 | 55.2 | 24,045 | 55.0 |
| **Total local** | 12,005 | 44.9 | 12,870 | 45.5 | 15,135 | 44.9 | 17,065 | 44.8 | 19,695 | 45.0 |
| **Grand total** | $26,730 | 100.0% | $28,270 | 100.0% | $33,720 | 100.0% | $38,120 | 100.0% | $43,740 | 100.0% |

*Preliminary

Source: McCann-Erickson, Inc. Estimates include all costs: time and talent, space and production

## MAGAZINE ADVERTISING VOLUME 1974-78

| | Total | | Weeklies | | Women's | | Monthlies | |
|---|---|---|---|---|---|---|---|---|
| Year | Dollars | Percent change | Dollars | Percent change | Dollars | Percent change | Dollars | Percent change |
| 1974 | 1,504 | 3.9 | 630 | 8.1 | 372 | 2.8 | 502 | (.2) |
| 1975 | 1,465 | (2.6) | 612 | (2.9) | 368 | (1.1) | 485 | (3.4) |
| 1976 | 1,789 | 22.1 | 748 | 22.2 | 457 | 24.2 | 584 | 20.4 |
| 1977 | 2,162 | 20.8 | 903 | 20.7 | 565 | 23.6 | 694 | 18.8 |
| 1978* | 2,595 | 20.0 | 1,165 | 29.0 | 670 | 18.6 | 760 | 9.5 |

*Preliminary

Source: McCann-Erickson, Inc./Encyclomedia

# I am a one-magazine woman.

I am one of the 71% of Cosmopolitan readers who do not read Glamour. And 85% of us do not read Mademoiselle, 82% do not read Vogue.

I am also one of the 4,950,000 Cosmopolitan readers who do not read the average issue of Redbook, Ladies' Home Journal, Good Housekeeping, McCall's, Woman's Day or Family Circle.

I am in a managerial position. In fact, Cosmopolitan reaches 1 out of every 6 women in a managerial or professional position. Think about that!

I earn more ($10,000 plus), and spend more, than the single readers (18-34) of any other leading women's magazine.

I guess you might say I'm
That COSMOPOLITAN Girl.

Photographed by Francesco Scavullo

**If you want to reach me you'll find me reading**

**COSMOPOLITAN®**

A PUBLICATION OF THE HEARST CORPORATION

Source: SMRB 1978/79.

© 1979 The Hearst Corporation

# MAGAZINE DOLLAR TOTALS BY 10 CATEGORIES 1976-1978

| | 1978 | 1977 | 1976 |
|---|---|---|---|
| **Weeklies/Biweeklies** | | | |
| Cue | $ 5,541,595 | $ 4,646,321 | $ 4,023,276 |
| Grit | 4,210,750 | 3,701,602 | 3,169,146 |
| New West | 7,994,150 | 6,635,135 | 3,651,148 |
| New York Magazine | 16,540,704 | 13,274,160 | 12,899,738 |
| New Yorker | 36,340,868 | 31,473,732 | 28,363,725 |
| Newsweek | 149,397,307 | 125,725,919 | 107,781,547 |
| People Weekly | 66,290,011 | 41,245,565 | 22,662,460 |
| Rolling Stone | 10,037,630 | 8,226,026 | — |
| Saturday Review | 3,530,470 | 3,179,547 | 3,363,299 |
| Sports Illustrated | 112,973,259 | 94,895,467 | 78,255,365 |
| TV Guide | 194,311,297 | 176,207,311 | 156,313,569 |
| Time | 199,349,674 | 165,836,685 | 131,812,827 |
| U.S. News & World Report | 59,143,380 | 48,668,248 | 44,426,923 |
| Us | 4,287,576 | 1,403,996 | — |
| **Totals** | 869,948,677 | 725,121,732 | 596,723,023 |
| **Monthlies** | | | |
| A.D. | 349,632 | 416,127 | 348,674 |
| Apartment Life | 6,031,306 | 4,882,294 | 2,777,459 |
| Atlantic | 2,239,440 | 2,178,116 | 2,130,947 |
| Audobon | 841,626 | 647,016 | 426,320 |
| Bon Appetit | 5,830,114 | 1,945,110 | — |
| Book Digest | 4,645,707 | 2,693,350 | 1,783,690 |
| Car Craft | 3,176,171 | 2,648,375 | 2,287,065 |
| Car & Driver | 10,271,575 | 8,416,906 | 7,447,693 |
| Ebony | 17,145,259 | 15,363,057 | 14,571,801 |
| Elks Magazine | 1,589,868 | 1,321,169 | 1,423,853 |
| Esquire/Fortnightly | 12,592,791 | 10,031,949 | 8,232,271 |
| Gentlemen's Quarterly | 3,648,940 | 2,905,060 | 2,279,948 |
| Golf | 8,102,685 | 6,859,319 | 5,034,477 |
| Golf Digest | 13,996,350 | 10,844,424 | 9,057,827 |
| Gourmet | 6,172,962 | 6,119,385 | 4,897,711 |
| Harpers' Magazine | 2,005,544 | 2,051,418 | 2,241,233 |
| Hot Rod | 6,844,896 | 6,252,837 | 5,955,678 |
| Life | 2,498,832 | — | — |
| Money | 10,206,577 | 8,667,873 | 6,398,010 |
| Motor Trend | 7,894,868 | 7,279,759 | 5,638,612 |
| National Geographic | 29,164,491 | 24,548,206 | 19,610,588 |
| Natural History | 2,381,302 | 2,171,402 | 1,831,410 |
| Omni | 1,001,425 | — | — |
| Oui | 2,976,814 | 3,416,902 | 3,130,767 |
| Penthouse | 23,434,827 | 19,933,343 | 17,250,815 |
| Playboy | 52,653,065 | 46,158,448 | 37,574,144 |
| Psychology Today | 13,945,333 | 11,830,159 | 8,909,776 |
| Quest '78 | 1,045,468 | 347,357 | — |
| Readers' Digest | 99,050,110 | 83,875,860 | 80,241,814 |
| Road & Track | 8,203,812 | 6,308,275 | 4,494,508 |
| Scientific American | 10,540,105 | 7,824,696 | 5,308,790 |
| Signature | 2,762,075 | 2,020,869 | 2,157,030 |
| Ski | 5,073,801 | 4,447,651 | 3,685,226 |
| Skin Diver | 1,903,445 | 1,582,986 | 1,315,256 |
| Smithsonian | 13,095,934 | 11,523,559 | 8,046,504 |
| Sport | 6,564,774 | 5,901,470 | 5,627,869 |
| Tennis | 6,467,714 | 5,703,461 | 3,818,758 |
| Town & Country | 5,715,238 | 4,541,188 | 4,063,429 |
| Travel/Holiday[1] | 2,585,325 | 1,509,774 | 1,052,813 |
| Travel & Leisure | 10,194,774 | 7,061,772 | 5,624,551 |
| World Tennis | 3,422,372 | 3,491,630 | 2,679,178 |
| Yachting | 5,261,330 | 4,664,970 | 3,979,232 |
| Your Place[2] | 724,014 | — | — |
| **Totals** | 434,448,657 | 360,522,321 | 303,335,727 |
| **Women's magazines** | | | |
| American Girl | 1,374,113 | 1,500,845 | 1,409,389 |
| Brides' Magazine | 7,002,054 | 5,589,300 | 5,057,166 |
| Co-Ed | 3,147,401 | 2,981,041 | 2,400,595 |
| Cosmopolitan | 40,388,302 | 31,127,228 | 23,867,710 |
| Essence | 6,183,934 | 4,607,807 | 4,065,712 |
| Family Circle | 83,260,214 | 68,135,455 | 55,980,098 |
| Good Housekeeping | 77,735,248 | 60,338,105 | 46,227,664 |
| Ladies' Home Journal | 52,972,414 | 45,822,852 | 39,453,856 |
| McCall's Magazine | 68,729,779 | 59,954,592 | 47,292,967 |
| Modern Bride | 8,129,606 | 6,954,348 | 6,130,638 |
| Ms | 3,348,839 | 2,387,414 | 2,246,866 |
| Parents' Magazine | 8,018,384 | 6,366,569 | 5,456,780 |
| Photoplay | 1,415,433 | 2,022,505 | 2,093,942 |
| Redbook Magazine | 45,257,555 | 43,895,189 | 33,824,417 |
| Seventeen | 17,132,185 | 16,244,814 | 14,488,898 |
| True Story | 5,687,563 | 4,898,291 | 4,908,786 |
| Viva[2] | 1,115,667 | 1,122,039 | 832,082 |
| Woman's Day | 88,626,644 | 75,656,539 | 54,604,537 |
| **Totals** | 519,525,335 | 439,604,933 | 350,342,103 |
| **Home** | | | |
| Architectural Digest | 8,274,965 | 5,348,109 | — |
| Better Homes & Gardens | 88,681,501 | 76,598,254 | 56,147,390 |
| Country Journal | 1,232,517 | 748,839 | — |
| House Beautiful | 13,634,403 | 11,845,367 | 10,739,574 |
| House & Garden | 20,287,136 | 17,497,108 | 14,642,306 |
| Southern Living | 25,033,661 | 18,189,696 | 14,300,820 |
| Sunset Magazine | 24,964,610 | 21,365,313 | 18,064,164 |
| **Totals** | 182,108,793 | 151,592,686 | 113,894,254 |
| **Fashion/Service** | | | |
| Glamour | 29,594,562 | 24,687,615 | 21,533,010 |
| Harper's Bazaar | 7,542,694 | 6,690,910 | 5,969,074 |
| Mademoiselle | 12,868,572 | 11,072,206 | 10,692,942 |
| Vogue | 21,848,809 | 16,140,869 | 14,190,813 |
| **Totals** | 71,855,637 | 58,591,600 | 52,385,839 |
| **Business** | | | |
| Black Enterprise | 3,783,199 | 3,162,875 | 3,398,499 |
| Business Week | 103,113,271 | 82,692,548 | 67,428,019 |
| Dun's Review | 5,765,020 | 4,149,202 | 3,314,759 |
| Forbes | 29,613,288 | 25,412,169 | 19,451,724 |
| Fortune | 41,854,165 | 29,335,901 | 26,687,007 |
| Harvard Business Review | 1,734,503 | 1,185,189 | 927,749 |
| Industry Week | 11,463,838 | 9,140,606 | — |
| Nation's Business | 7,717,854 | 5,405,819 | 5,054,144 |
| **Totals** | 205,045,138 | 160,484,309 | 126,261,901 |
| **Youth** | | | |
| Boy's Life | 2,641,628 | 2,588,948 | 2,737,829 |
| **Totals** | 2,641,628 | 2,588,948 | 2,737,829 |
| **Outdoor/Sports** | | | |
| Field & Stream | 18,849,827 | 15,459,869 | 13,066,213 |
| Guns & Ammo | 3,222,617 | 2,935,050 | 2,407,277 |
| Outdoor Life | 15,727,558 | 14,392,449 | 12,124,664 |
| Sports Afield[3] | 4,199,707 | 5,917,703 | 7,054,437 |
| **Totals** | 41,999,709 | 38,705,071 | 34,652,591 |
| **Mechanics/Science** | | | |
| Mechanix Illustrated | 13,026,205 | 11,042,141 | 9,068,239 |
| Popular Mechanics | 16,865,850 | 14,155,269 | 12,074,013 |
| Popular Science | 16,709,749 | 14,418,676 | 12,148,967 |
| **Totals** | 46,601,804 | 39,616,086 | 33,291,219 |
| **Newspaper supplements & sections** | | | |
| Family Weekly | 70,323,830 | 57,258,073 | 47,290,075 |
| New York Times Magazine | 29,596,110 | 39,338,011 | 31,825,436 |
| Parade | 121,192,132 | 103,584,148 | 95,908,642 |
| Sunday News Magazine | 16,060,138 | 21,555,801 | 20,174,577 |
| **Totals** | 237,172,210 | 221,736,032 | 195,198,730 |

Source: PIB/LNA Magazine Analysis Service. Compiled and published by Leading National Advertisers, Inc. for Publishers Information Bureau.

[1] 1976 figures are for Travel magazine only

[2] No longer published

[3] 1976 figures are for Sports Afield/Rod & Gun

## MAGAZINE ADVERTISING REVENUE 1954-1978

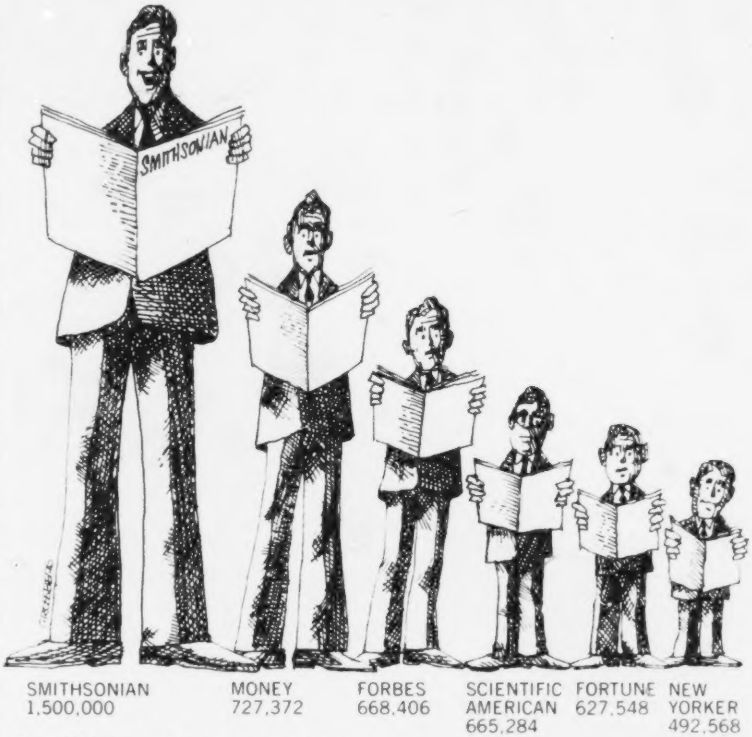
| Year | Dollars | Number of magazines |
|---|---|---|
| 1954 | 572,326,323 | 93 |
| 1955 | 622,005,729 | 81 |
| 1956 | 693,233,867 | 88 |
| 1957 | 710,785,633 | 83 |
| 1958 | 671,366,930 | 81 |
| 1959 | 760,630,046 | 79 |
| 1960 | 829,727,760 | 79 |
| 1961 | 815,015,746 | 80 |
| 1962 | 852,482,727 | 79 |
| 1963 | 906,779,205 | 81 |
| 1964 | 971,666,981 | 85 |
| 1965 | 1,048,765,191 | 86 |
| 1966 | 1,139,072,743 | 91 |
| 1967 | 1,135,334,589 | 93 |
| 1968 | 1,169,652,713 | 92 |
| 1969 | 1,221,370,544 | 90 |
| 1970 | 1,168,668,178 | 89 |
| 1971 | 1,235,175,433 | 91 |
| 1972 | 1,297,682,163 | 83 |
| 1973 | 1,309,161,028 | 85 |
| 1974 | 1,366,328,994 | 93 |
| 1975 | 1,336,313,425 | 94 |
| 1976 | 1,621,992,896 | 93 |
| 1977 | 1,965,410,809 | 96 |
| 1978 | 2,374,175,378 | 102 |

Source: PIB/LNA Magazine Advertising Analysis, compiled and published by Leading National Advertisers, Inc. for Publishers Information Bureau, Inc./MPA. Figures are for general magazines. Sunday supplements are excluded

## MAGAZINE ADVERTISING PAGES 1954-1978

| Year | Pages | Number of magazines |
|---|---|---|
| 1954 | 75,887.74 | 93 |
| 1955 | 76,427.76 | 81 |
| 1956 | 83,342.83 | 88 |
| 1957 | 80,485.00 | 83 |
| 1958 | 69,131.37 | 81 |
| 1959 | 73,954.75 | 79 |
| 1960 | 74,860.61 | 79 |
| 1961 | 68,203.14 | 80 |
| 1962 | 69,062.69 | 79 |
| 1963 | 71,995.39 | 81 |
| 1964 | 75,931.76 | 85 |
| 1965 | 80,147.22 | 86 |
| 1966 | 84,654.64 | 91 |
| 1967 | 83,482.63 | 93 |
| 1968 | 81,265.41 | 92 |
| 1969 | 81,378.67 | 90 |
| 1970 | 76,923.54 | 89 |
| 1971 | 77,008.37 | 91 |
| 1972 | 82,007.35 | 83 |
| 1973 | 85,664.82 | 85 |
| 1974 | 86,304.72 | 93 |
| 1975 | 80,735.04 | 94 |
| 1976 | 93,253.23 | 93 |
| 1977 | 103,307.18 | 96 |
| 1978 | 115,265.66 | 102 |

Source: PIB/LNA Magazine Advertising Analysis, compiled and published by Leading National Advertisers, Inc. for Publishers Information Bureau, Inc./MPA. Figures are for general magazines. Sunday supplements are excluded



SMITHSONIAN
THE CIRCULATION GIANT

How popular can a class magazine be? The most popular is subscribed to by 1½ million people who put their money where their minds are. And it's SMITHSONIAN, no less. Consider this, we are twice the size of any magazine whose subscriber household income is over $25,000 and whose household heads are 85% college educated. Shouldn't your clients consider the popular class magazine?

1½ million subscribers put their money where their minds are. Only in Smithsonian.

The new $30,000 family:
They collect ori
and superma

# ginal art prints
# rket coupons.

There's a new kind of affluence sweeping America—*wary* affluence. Inflation and taxes have made managing today's higher incomes a critical concern.

Many young families have the income to buy the things that allow them to live well. But they're looking for *inherent value*. That means that while they may invest more than $10,000 in a new automobile, they'll still gladly fill their own tank at a self serve gas pump—to save 3 cents a gallon.

And there's one magazine today that speaks their language.

## A unique financial magazine

Lots of financial magazines tell a young executive what to do with his company's money. But only MONEY magazine advises him what to do with *his* money. We suggest new ways to manage, invest and spend money in today's new financial environment. (And, MONEY subscribers have it to spend—their median household income is $29,800.*)

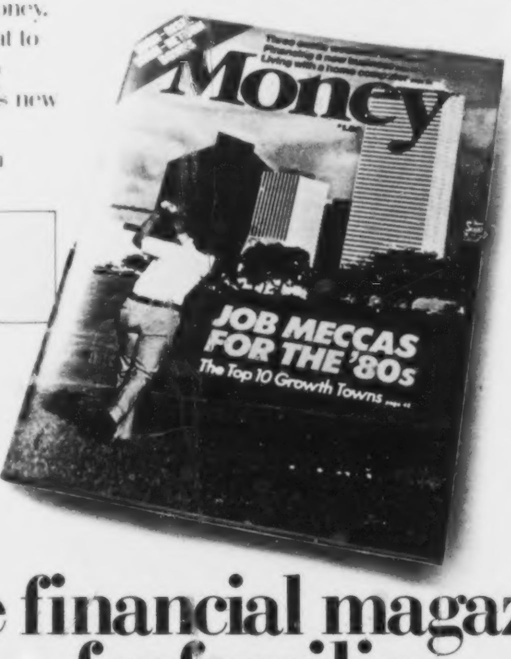
## Big spenders can be smart spenders

When a MONEY family sets out to make important purchases, they plan a bit more carefully than their next door neighbors—but then are willing to make major commitments. For example, of the 63 publications measured by Simmons, MONEY ranks #1 in percentage of readers owning such diverse high ticket items as inboard power boats and microwave ovens.

## Where to reach them

Each month, MONEY tells 2.4 million people what they need to know to live the way they want. And in telling them, our magazine creates a thoughtful, do-not-disturb environment. Typically, a MONEY subscriber spends an average of two hours with an issue.

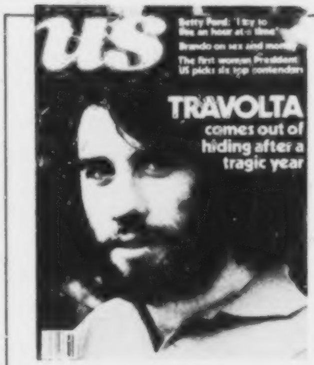
This year, consider running your campaign in a different kind of financial magazine. Select MONEY—the financial magazine for families.



[illegible]

# The financial magazine for families.

© Time Inc. 1979. All rights reserved.


us
Betty Ford: 'I try to live an hour at a time'
Brando on sex and money
The first woman President: US picks six top contenders
TRAVOLTA comes out of hiding after a tragic year

THE BEST WAY TO REACH OVER 5 MILLION YOUNG ADULTS AT A PRICE ANY ADVERTISER CAN AFFORD!

MEDIAN AGE 28.3
MEDIAN HOUSEHOLD INCOME $19,840
76% ARE 18-34
49% ARE COLLEGE EDUCATED

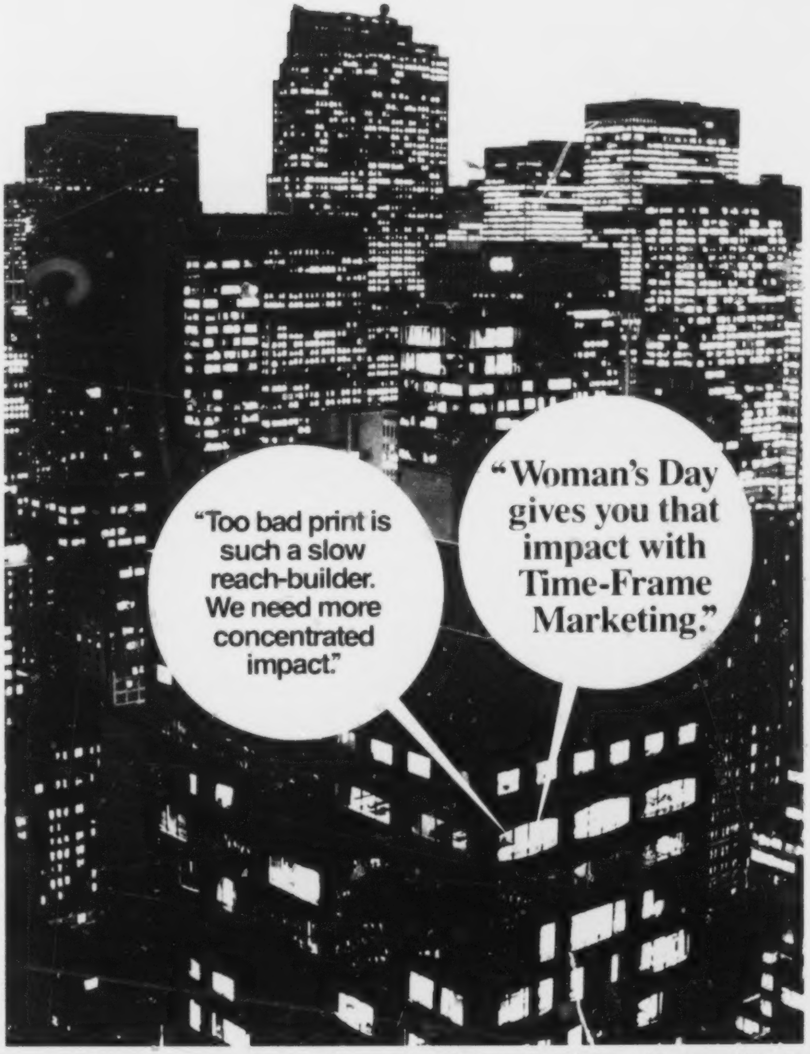
Source: 1978 Simmons Custom Audience Study

us
MAGAZINE

The next two weeks belong to us

## TOP 100 MAGAZINE ADVERTISERS IN 1978 AND THEIR INVESTMENTS IN 1977

| Rank/Company | 1978 |  | 1977 |  |
|---|---|---|---|---|
|  | Dollars | Percent change | Dollars | Percent change |
| 1. Reynolds, R. J. | 71,517,200 | 20.1 | 59,558,900 | 42.1 |
| 2. Seagram | 69,160,400 | 155.7 | 27,051,300 | 46.7 |
| 3. General Motors | 56,305,300 | 27.9 | 44,029,400 | 19.0 |
| 4. Sears Roebuck | 55,930,800 | 35.3 | 41,344,700 | 125.3 |
| 5. Philip Morris | 53,306,800 | 10.5 | 48,232,800 | 24.1 |
| 6. General Foods | 36,234,900 | 24.8 | 29,026,800 | 41.3 |
| 7. Chrysler | 35,357,500 | 87.2 | 18,883,400 | 13.1 |
| 8. Procter & Gamble | 33,754,300 | 57.4 | 21,442,300 | 31.8 |
| 9. CBS | 27,117,400 | 15.9 | 23,404,300 | 20.3 |
| 10. American Brands | 26,399,200 | (9.0) | 29,011,600 | (4.2) |
| 11. Loews | 24,147,600 | 28.7 | 18,758,100 | (8.1) |
| 12. Bristol-Myers | 23,761,500 | 1.9 | 23,316,200 | (9.4) |
| 13. Ford Motor Co. | 23,744,900 | (4.2) | 24,788,800 | 16.4 |
| 14. Time | 23,391,000 | 23.4 | 18,955,700 | 34.2 |
| 15. Liggett Group | 23,081,600 | 24.1 | 18,596,800 | 24.0 |
| 16. B.A.T. Industries | 22,765,200 | (29.5) | 32,269,200 | 19.5 |
| 17. RCA | 22,370,400 | 33.6 | 16,747,300 | 5.2 |
| 18. Kraft | 21,878,900 | 48.0 | 14,783,400 | 53.3 |
| 19. U.S. Government | 20,782,600 | 24.8 | 16,649,200 | 12.8 |
| 20. General Electric | 18,849,100 | 79.2 | 10,518,700 | 38.0 |
| 21. Heublein | 17,233,900 | 16.3 | 14,818,200 | (13.8) |
| 22. American Telephone & Telegraph | 16,742,500 | 60.1 | 10,459,100 | (11.6) |
| 23. Volkswagenwerk A.G. | 16,511,200 | 28.7 | 12,832,500 | 23.3 |
| 24. Norton Simon | 16,339,100 | 9.9 | 14,872,700 | 17.5 |
| 25. General Mills | 16,191,600 | 2.7 | 15,764,000 | 43.7 |
| 26. Eastman Kodak | 15,168,200 | (13.6) | 17,562,200 | 48.5 |
| 27. du Pont de Nemours, E. I. | 13,401,400 | 33.4 | 10,042,900 | 1.8 |
| 28. Hiram Walker-Gooderham & Worts | 13,262,300 | 21.0 | 10,964,400 | (1.0) |
| 29. American Broadcasting | 12,819,400 | 24.0 | 10,340,500 | 37.8 |
| 30. Doubleday & Co. | 12,690,500 | 5.2 | 12,061,700 | 34.5 |
| 31. Johnson & Johnson | 11,665,900 | 10.1 | 10,592,200 | 103.1 |
| 32. Lever Brothers | 11,322,600 | 58.1 | 7,160,800 | 52.4 |
| 33. National Distillers & Chemical | 11,186,500 | 10.5 | 10,122,000 | 5.4 |
| 34. Rapid-American | 10,300,600 | 53.4 | 6,716,500 | 1.7 |
| 35. Honda Motor Co. | 10,135,400 | 53.9 | 6,584,300 | 54.0 |
| 36. Quaker Oats | 9,981,500 | 12.5 | 8,870,400 | 12.9 |
| 37. Gillette | 9,795,800 | 74.8 | 5,603,500 | 38.4 |
| 38. Matsushita Electric Industrial Co. | 9,710,100 | 68.8 | 5,753,500 | 12.4 |
| 39. Revlon | 9,580,700 | 13.9 | 8,411,700 | 11.6 |
| 40. Schering-Plough | 9,523,100 | 3.3 | 9,222,700 | 52.5 |
| 41. Ralston Purina | 9,300,600 | (8.2) | 10,132,400 | 59.5 |
| 42. Johnson, S. C. & Son | 9,254,300 | 36.2 | 6,793,700 | 143.0 |
| 43. Toyota Motor Co. | 8,943,100 | 47.6 | 6,058,200 | 35.8 |
| 44. Brown-Forman Distillers | 8,334,800 | 20.2 | 6,931,300 | 14.6 |
| 45. Panacolor | 7,980,500 | 3.2 | 7,731,500 | (33.3) |
| 46. American Home Products | 7,693,400 | 29.8 | 5,928,600 | (7.8) |
| 47. International Telephone & Telegraph | 7,568,900 | 33.8 | 5,655,200 | 10.9 |
| 48. Pfizer | 7,546,300 | 9.0 | 6,923,700 | 51.2 |
| 49. International Business Machines | 7,280,600 | 20.6 | 6,037,100 | 26.6 |
| 50. Armstrong Cork | 7,215,300 | (9.2) | 7,942,000 | (8.7) |
| 51. Sterling Drug | 7,189,200 | 14.7 | 6,270,300 | 59.9 |
| 52. De Beers Consolidated Mines | 7,096,700 | 16.7 | 6,081,400 | 8.7 |
| 53. American Cyanamid | 6,962,300 | (11.0) | 7,820,300 | 33.2 |
| 54. Consolidated Foods | 6,778,100 | 241.4 | 1,985,300 | 35.1 |
| 55. Chesebrough-Ponds | 6,723,000 | 77.5 | 3,787,100 | (13.3) |
| 56. Clorox | 6,560,500 | 7.5 | 6,102,700 | 42.5 |
| 57. Colgate-Palmolive | 6,529,900 | 3.9 | 6,283,500 | (23.1) |
| 58. Franklin Mint | 6,434,900 | 191.6 | 2,207,100 | 19.7 |
| 59. Nissan Motor Co. | 6,350,200 | (17.2) | 7,664,700 | 72.5 |
| 60. Reader's Digest | 6,535,600 | (5.5) | 6,702,700 | 0.5 |


"Too bad print is such a slow reach-builder. We need more concentrated impact."
"Woman's Day gives you that impact with Time-Frame Marketing."

## Woman's Day presents a new way to look at print. It's called Time-Frame Marketing.

**Here's the proposition.** With the fast accumulation of Woman's Day's circulation, you get faster accumulation of our total audience. For new product introductions, promotions, coupon drives, and heavy-ups during your heavy selling seasons. Woman's Day's concentrated impact can effect your product sales within your marketing time frame.

**How timely are we?** All copies of Woman's Day go on sale nationally on the same date. In only 7 days, we deliver 72% of our total circulation (nearly 6 million copies). By the end of the second week, we deliver 89% of our total circulation (over 7 million copies).

**By comparison...** The monthly women's magazines' subscriptions are mailed over a period of several weeks. And mail is slow. Based on independent research by the Home Testing Institute, this chart shows how their circulation delivery compares with ours one week after each magazine's on-sale date.

**Circulation Delivered 7 Days After On-Sale Date**

| | Subscription Circulation Delivered | Newsstand Circulation Delivered | Combined Circulation Delivered | Total Circulation |
|---|---|---|---|---|
| Better Homes & Gardens | [illegible] | [illegible] | [illegible] | [illegible] |
| McCall's | [illegible] | [illegible] | [illegible] | [illegible] |
| Ladies' Home Journal | [illegible] | [illegible] | [illegible] | [illegible] |
| Redbook | [illegible] | [illegible] | [illegible] | [illegible] |
| Good Housekeeping | [illegible] | [illegible] | [illegible] | [illegible] |
| Woman's Day | | [illegible] | [illegible] | [illegible] |

[illegible]

As you can see, the monthly women's subscription magazines can't match the speed of Woman's Day. They can't match our impact, either. By delivering our circulation faster, we help you accumulate your total audience in a shorter period of time. *That's* impact!

**Any questions?** Contact Jay Burzon, Advertising Director (212) 975-7555. See how other advertisers have used Woman's Day's Time-Frame Marketing to get sales results.

Woman's Day

TIME-FRAME MARKETING

**On target, on time, 15 times in 1979.**

## TOP 100 MAGAZINE ADVERTISERS IN 1978 CONTINUED

| | | | | | |
|---|---|---|---|---|---|
| 61. | Polaroid | 6,319,300 | (18.0) | 7,705,700 | 5.1 |
| 62. | Northwest Industries | 6,315,700 | (8.0) | 6,866,200 | 112.4 |
| 63. | MBI | 6,254,800 | 59.4 | 3,924,600 | 287.6 |
| 64. | Volvo AB | 6,224,200 | 97.2 | 3,156,300 | 1.1 |
| 65. | Noxell | 6,113,400 | (6.7) | 6,555,700 | 76.5 |
| 66. | Greyhound | 5,860,100 | (3.1) | 6,049,300 | 62.0 |
| 67. | Campbell Soup | 5,821,400 | 25.3 | 4,645,500 | 22.0 |
| 68. | American Motors | 5,814,600 | 63.7 | 3,552,200 | (6.6) |
| 69. | Puerto Rico, Commonwealth of | 5,777,900 | 61.4 | 3,580,600 | (27.9) |
| 70. | Sony | 5,610,800 | 39.5 | 4,020,800 | 20.2 |
| 71. | Nabisco | 5,462,600 | 24.9 | 4,372,600 | 5.8 |
| 72. | American Express | 5,456,400 | 25.8 | 4,336,300 | 13.1 |
| 73. | Gulf & Western Industries | 5,367,400 | 73.2 | 3,098,500 | (16.3) |
| 74. | BL Ltd. (British Leyland Motor Corp.) | 5,332,200 | (23.1) | 6,933,600 | (12.5) |
| 75. | Exxon Corp. | 5,178,900 | 5.3 | 4,919,800 | 30.7 |
| 76. | General Telephone & Electronics | 5,146,300 | 89.8 | 2,711,200 | 8.5 |
| 77. | Xerox | 5,081,300 | 30.2 | 3,902,700 | 63.9 |
| 78. | Fiat S.P.A. | 5,020,400 | 44.8 | 3,467,000 | 43.6 |
| 79. | Renfield Importers | 4,894,100 | 49.8 | 3,267,300 | 13.7 |
| 80. | Daimler-Benz A.G. | 4,863,800 | 112.7 | 2,287,000 | 35.0 |
| 81. | Pioneer Electronic Corp. | 4,732,100 | 26.4 | 3,744,400 | 31.5 |
| 82. | Pillsbury | 4,574,900 | 16.7 | 3,920,900 | (2.4) |
| 83. | Warner-Lambert | 4,540,100 | 477.7 | 785,900 | (41.4) |
| 84. | Castle & Cooke | 4,530,700 | 14.9 | 3,942,700 | 8.7 |
| 85. | Shell Oil | 4,401,300 | (7.9) | 4,776,600 | 47.4 |
| 86. | Nestle Enterprises | 4,400,500 | 109.2 | 2,103,300 | (8.2) |
| 87. | United Airlines | 4,391,300 | 49.7 | 2,933,200 | 60.6 |
| 88. | GRI Corp. | 4,273,000 | 64.5 | 2,598,200 | (10.9) |
| 89. | Toyo Kogyo Co. | 4,206,800 | 9.9 | 3,827,300 | 564.0 |
| 90. | Strauss, Levi & Co. | 4,156,700 | 118.3 | 1,904,400 | 268.8 |
| 91. | Canon | 4,076,000 | 83.3 | 2,224,200 | 66.4 |
| 92. | Whirlpool | 4,033,600 | 29.7 | 3,112,600 | 19.6 |
| 93. | Beatrice Foods | 4,023,400 | 31.7 | 3,056,100 | 66.1 |
| 94. | Standard Brands | 4,010,300 | (6.5) | 4,288,800 | 39.7 |
| 95. | Bayer, A. G. | 4,000,000 | 254.4 | 1,128,700 | 316.5 |
| 96. | K Mart | 3,972,200 | (19.8) | 4,955,600 | 193.3 |
| 97. | Cosmair | 3,956,700 | (4.1) | 4,126,300 | 172.1 |
| 98. | Penney, J. C. | 3,932,300 | 74.2 | 2,257,500 | 219.8 |
| 99. | Minolta | 3,811,900 | 35.7 | 2,808,800 | 95.6 |
| 100. | Estee Lauder | 3,754,100 | 15.2 | 3,258,900 | 11.0 |

Source: LNA Multi-Media Reports

## EDITORIAL/ADVERTISING PAGE RATIOS

| | Percent of total pages | |
|---|---|---|
| Year | Advertising | Editorial |
| 1947 | 53.1 | 46.9 |
| 1957 | 49.6 | 50.4 |
| 1961 | 44.6 | 55.4 |
| 1964 | 46.4 | 53.6 |
| 1966 | 46.6 | 53.4 |
| 1967 | 46.7 | 53.3 |
| 1969 | 47.3 | 52.7 |
| 1970 | 46.0 | 54.0 |
| 1971 | 46.8 | 53.2 |
| 1973 | 49.3 | 50.7 |
| 1975 | 46.5 | 53.5 |
| 1976 | 49.3 | 50.7 |
| 1977 | 51.1 | 48.9 |
| 1978 | 51.8 | 48.2 |

Source: Russell Hall Magazine Editorial Reports: MPA

## CORPORATE AD DOLLARS IN MAGAZINES

| Year | Ad dollars |
|---|---|
| 1961 | 68,555,000 |
| 1964 | 75,573,000 |
| 1967 | 92,230,000 |
| 1970 | 79,683,000 |
| 1973 | 88,740,000 |
| 1976 | 111,221,000 |
| 1977 | 133,362,600 |
| 1978 | 155,124,278 |

Source: Leading National Advertisers, Inc. Special Reports.

## TOP 15 RETAILERS IN MAGAZINE ADVERTISING 1977-1978

| | Magazine ad dollars (in thousands) | | |
|---|---|---|---|
| Rank/Retailer | 1977 | 1978 | Percent change |
| 1. Sears Roebuck & Co.* | 40,636.7 | 53,973.9 | 33 |
| 2. K mart Corp. | 4,955.6 | 3,971.9 | (20) |
| 3. J.C. Penney Co. | 2,257.5 | 3,932.0 | (74) |
| 4. True Value Stores | 1,208.7 | 1,805.2 | 49 |
| 5. Ethan Allen Galleries | 1,302.2 | 1,531.8 | 18 |
| 6. F.W. Woolworth Co. | 848.6 | 1,389.3 | 64 |
| 7. Federated Dept. Stores | 986.2 | 1,179.8 | 20 |
| 8. Montgomery Ward | 1,124.2 | 920.5 | (18) |
| 9. Saks/Gimbels | 778.3 | 893.0 | 15 |
| 10. Genesco, Inc. Retail Stores | 745.0 | 865.3 | 16 |
| 11. Carter Hawley Hale Stores | 823.5 | 814.8 | (1) |
| 12. Zale Corp. | 515.2 | 781.3 | 52 |
| 13. Associated Dry Goods Corp. | 564.2 | 587.5 | 4 |
| 14. Gingiss Formalwear Centers | 453.3 | 451.0 | (1) |
| 15. R.H. Macy Co. | 156.9 | 448.4 | 186 |
| **Total** | $57,356.1 | $73,545.7 | 28% |

*Excludes Allstate advertising

Source: PIB/LNA/MPA

## MAGAZINE ADVERTISING BY QUARTERS

| | 1977 | | 1978 | |
|---|---|---|---|---|
| Quarter | Dollars | Percent | Dollars | Percent |
| First | 402,052,326 | 20.3 | 484,058,329 | 20.4 |
| Second | 527,873,720 | 27.0 | 633,430,153 | 26.7 |
| Third | 414,499,097 | 21.1 | 525,698,751 | 22.1 |
| Fourth | 620,985,666 | 31.6 | 730,988,145 | 30.8 |
| **Total year** | 1,965,410,809 | 100.0 | 2,374,175,378 | 100.0 |

Source: PIB/LNA Magazine Advertising Analysis, compiled and published by Leading National Advertisers, Inc. for Publishers Information Bureau, Inc. 1977 figures are as published in the 1977 PIB/LNA service.

# 8 MARKETING REASONS WHY MORE AND MORE MAJOR ADVERTISERS

# THINK HEARST FIRST

COSMOPOLITAN
Good Housekeeping
MARTHA MITCHELL
New best seller tells the terrible truth
HOUSE BEAUTIFUL
JULY 1979 $1.25
Quick and Easy Makeover for Summer Places
16 Pages of
BAZAAR
PLAY-IT-COOL!
THE EASY WAY TO LOOK
TOWN & COUNTRY
Popular Mechanics
SPORTS AFIELD
BEST BASS FEATURES EVER
25-State Muskie Special Jobson Hunts Elk
More Fishing: Walleye, Trout, Record Tarpon
The Pronghorn: All-American Game Animal

The quality, diversity and sales climate of 7 successful Hearst magazine marketplaces. + *The Hearst Corporate Buy.*

Take advantage of The Hearst Corporate Buy and you can gain a budget bonus of up to 15% or a savings of 13%, on top of and in addition to regular frequency discounts. And your bonus or savings begins with as little as 12 pages each in any three magazine combination.

Major advertisers are currently enjoying extra budget bonuses of up to $200,000. To find out exactly how The Hearst Corporate Buy can add power, penetration and persuasiveness to your budget, call Judd Vear now at 212/262-3350. *Think Hearst first.*

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**THE HEARST CORPORATE BUY**

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# COSTS

## COMBINED CPM-CIRCULATION-RATES OF 50 LEADING MAGAZINES 1961-1978

| Year | Combined circulation (000) | Combined page rate B/W | Combined page rate 4/C | Cost per page per thousand B/W | Cost per page per thousand 4/C |
|---|---|---|---|---|---|
| 1961 | 129,624 | $521,974 | $717,374 | $4.03 | $5.53 |
| 1962 | 134,020 | 555,685 | 758,377 | 4.15 | 5.66 |
| 1963 | 137,978 | 568,610 | 775,372 | 4.12 | 5.62 |
| 1964 | 141,473 | 578,724 | 803,539 | 4.09 | 5.68 |
| 1965 | 147,080 | 595,143 | 826,879 | 4.05 | 5.62 |
| 1966 | 151,786 | 616,084 | 860,740 | 4.06 | 5.67 |
| 1967 | 156,679 | 635,471 | 887,383 | 4.06 | 5.66 |
| 1968 | 160,576 | 659,293 | 917,668 | 4.11 | 5.71 |
| 1969 | 158,510 | 675,018 | 930,627 | 4.26 | 5.87 |
| 1970 | 160,848 | 695,674 | 961,293 | 4.33 | 5.98 |
| 1971 | 159,131 | 692,397 | 958,292 | 4.35 | 6.02 |
| 1972 | 155,738 | 678,665 | 934,180 | 4.36 | 6.00 |
| 1973 | 156,971 | 679,836 | 930,286 | 4.33 | 5.93 |
| 1974 | 158,978 | 714,535 | 976,630 | 4.49 | 6.14 |
| 1975 | 155,674 | 754,298 | 1,031,318 | 4.85 | 6.62 |
| 1976 | 156,816 | 775,337 | 1,061,126 | 4.94 | 6.77 |
| 1977 | 155,129 | 824,443 | 1,142,234 | 5.32 | 7.36 |
| 1978 | 154,997 | 908,735 | 1,247,793 | 5.86 | 8.05 |

Source: Based on the circulation and rates for the 50 leading magazines in advertising revenue for each year. Newspaper supplements are not included. Prepared by MPA

## AVERAGE COST OF 4/C PAGE IN TOP 50 MAGAZINES 1970-1978

| | Gross cost of 1P4C | | Gross circulation | | | | Cost/1,000 circ. | | Cost/Rating point | |
|---|---|---|---|---|---|---|---|---|---|---|
| Year | Dollars | Index | (000) | Index | Circ. GRP's (%) | Index | Dollars | Index | Dollars | Index |
| 1970 | 961,293 | 77 | 160,848 | 104 | 259.8% | 126 | $5.98 | 74 | $3,700 | 61 |
| 1971 | 958,292 | 77 | 159,131 | 103 | 250.4 | 121 | 6.02 | 75 | 3,830 | 63 |
| 1972 | 934,180 | 75 | 155,738 | 100 | 237.3 | 115 | 6.00 | 75 | 3,937 | 65 |
| 1973 | 930,286 | 75 | 156,971 | 101 | 232.5 | 113 | 5.93 | 74 | 4,005 | 66 |
| 1974 | 971,710 | 78 | 159,000 | 103 | 230.5 | 112 | 6.11 | 76 | 4,216 | 70 |
| 1975 | 1,026,000 | 82 | 155,674 | 100 | 220.0 | 107 | 6.59 | 82 | 4,664 | 77 |
| 1976 | 1,061,126 | 85 | 156,816 | 101 | 217.8 | 106 | 6.77 | 84 | 4,872 | 80 |
| 1977 | 1,181,734 | 94 | 156,859 | 101 | 213.0 | 103 | 7.53 | 94 | 5,548 | 92 |
| 1978 | 1,247,793 | 100 | 154,997 | 100 | 206.1 | 100 | 8.05 | 100 | 6,054 | 100 |

Source: Media dept., J. Walter Thompson. The calendar year 1978 was taken as Index 100 and costs in years previous, starting with 1970, compared to it to show unit cost changes on both an index and dollar basis: cost per thousand and cost per rating point.

## AVERAGE COST OF 4/C PAGE IN NATIONAL SUPPS 1970-1978

| | Gross cost of 1P4C | | Gross circulation | | | | Cost/1,000 circ. | | Cost/Rating point | |
|---|---|---|---|---|---|---|---|---|---|---|
| Year | Dollars | Index | (000) | Index | Circ. GRP's | Index | Dollars | Index | Dollars | Index |
| 1970 | $195,700 | 55 | 47,600 | 88 | 76.9% | 107 | $4.11 | 62 | $2,540 | 51 |
| 1971 | 200,000 | 56 | 47,430 | 88 | 74.6 | 104 | 4.22 | 63 | 2,680 | 54 |
| 1972 | 212,360 | 59 | 48,670 | 90 | 74.1 | 103 | 4.36 | 66 | 2,870 | 57 |
| 1973 | 221,420 | 62 | 50,260 | 93 | 74.4 | 104 | 4.41 | 66 | 2,980 | 60 |
| 1974 | 248,963 | 70 | 51,500 | 96 | 74.7 | 104 | 4.83 | 73 | 3,330 | 67 |
| 1975 | 288,907 | 81 | 51,775 | 96 | 73.2 | 102 | 5.58 | 84 | 3,947 | 79 |
| 1976 | 302,834 | 85 | 52,072 | 97 | 72.3 | 101 | 5.82 | 88 | 4,189 | 84 |
| 1977 | 328,018 | 92 | 53,318 | 99 | 72.4 | 101 | 6.15 | 92 | 4,531 | 91 |
| 1978 | 358,100 | 100 | 53,850 | 100 | 71.6 | 100 | 6.65 | 100 | 5,000 | 100 |

Source: Media dept., J. Walter Thompson. The calendar year 1978 was taken as Index 100 and costs in years previous, starting with 1970, compared to it to show unit cost changes on both an index and dollar basis: cost per thousand and cost per rating point.

# CIRCULATION

## CIRCULATION OF ABC MAGAZINES 1950-1978

| Year | Number of magazines or groups | Single copy | Subscription | Total | U.S. adult population (000) | Circ./100 adults |
|---|---|---|---|---|---|---|
| 1950 | 250 | 61,998,611 | 85,270,929 | 147,259,540 | 104,596 | 140.8 |
| 1951 | 247 | 64,157,748 | 87,345,788 | 151,503,536 | 105,159 | 144.1 |
| 1952 | 252 | 68,716,845 | 90,651,696 | 159,368,541 | 105,902 | 150.5 |
| 1953 | 258 | 68,109,367 | 94,925,139 | 163,034,506 | 106,830 | 152.6 |
| 1954 | 259 | 67,456,118 | 97,510,768 | 164,966,886 | 107,990 | 152.8 |
| 1955* | 272 | 71,073,877 | 108,891,354 | 179,965,231 | 109,342 | 164.6 |
| 1956 | 282 | 73,874,770 | 111,856,119 | 185,730,889 | 110,549 | 168.0 |
| 1957 | 278 | 68,305,833 | 113,104,515 | 181,410,348 | 111,725 | 162.4 |
| 1958 | 270 | 63,384,915 | 119,939,875 | 183,324,790 | 112,832 | 162.5 |
| 1959 | 274 | 62,609,711 | 112,979,455 | 185,589,166 | 114,091 | 162.7 |
| 1960 | 273 | 62,295,487 | 128,136,349 | 190,431,836 | 115,461 | 164.9 |
| 1961 | 273 | 60,696,623 | 134,966,829 | 195,663,452 | 117,207 | 166.9 |
| 1962 | 278 | 61,977,422 | 138,680,320 | 200,657,742 | 118,655 | 169.1 |
| 1963 | 274 | 62,578,172 | 140,645,067 | 203,223,239 | 120,072 | 169.3 |
| 1964 | 282 | 64,953,619 | 142,917,837 | 207,871,456 | 121,466 | 171.1 |
| 1965 | 275 | 66,538,850 | 148,947,898 | 215,486,748 | 123,804 | 174.1 |
| 1966 | 276 | 68,554,898 | 157,106,899 | 225,661,797 | 125,687 | 179.5 |
| 1967 | 279 | 71,275,957 | 160,848,702 | 232,124,659 | 127,536 | 182.0 |
| 1968 | 287 | 71,183,468 | 165,917,867 | 237,101,335 | 129,512 | 183.1 |
| 1969 | 302 | 71,587,283 | 170,205,937 | 241,793,220 | 131,623 | 183.7 |
| 1970 | 300 | 70,701,105 | 173,462,984 | 244,164,089 | 134,118 | 182.1 |
| 1971 | 293 | 73,296,562 | 169,157,331 | 242,453,893 | 136,659 | 177.4 |
| 1972 | 302 | 80,739,026 | 161,679,162 | 242,418,188 | 139,240 | 174.1 |
| 1973 | 306 | 83,947,248 | 161,954,594 | 245,901,842 | 141,683 | 173.6 |
| 1974 | 316 | 85,055,173 | 163,767,774 | 248,822,947 | 144,152 | 172.6 |
| 1975 | 327 | 85,580,704 | 165,250,505 | 250,831,209 | 146,800 | 170.9 |
| 1976 | 336 | 90,555,940 | 164,864,879 | 255,420,819 | 149,474 | 170.9 |
| 1977 | 373 | 92,757,602 | 171,190,950 | 263,948,552 | 152,089 | 173.5 |
| 1978 | 369 | 91,756,399 | 173,933,368 | 265,689,767 | 154,682 | 171.8 |

*Includes Reader's Digest for the first time as an ABC publication with a circulation of 10,316,531

Sources Circulation—ABC records covering the second six months of each year for general and farm magazines, excluding comics Population—U.S. Bureau of the Census midyear estimates of the resident population 18 years and older Prepared by Magazine Publishers Association

## MAGAZINE CIRCULATION FOR 7 SIZE BREAKOUTS

| Circulation size | Number of magazines | Percent | Circulation per issue | Percent |
|---|---|---|---|---|
| 10,000,000 & Over | 2 | 0.5 | 37,783,819 | 14.3 |
| 5,000,000—9,999,999 | 8 | 2.1 | 57,610,704 | 21.8 |
| 2,000,000—4,999,999 | 13 | 3.5 | 40,267,203 | 15.3 |
| 1,000,000—1,999,999 | 26 | 7.0 | 38,782,927 | 14.7 |
| 500,000— 999,999 | 56 | 15.1 | 39,313,504 | 14.9 |
| 150,000— 499,999 | 93 | 25.0 | 26,212,123 | 9.9 |
| Under 150,000 | 174 | 46.8 | 23,937,520 | 9.1 |
| **Total** | 372 | 100.0 | 263,907,800 | 100.0 |

Source ABC second six months of 1977 (excluding comics & newspaper supps) MPA

## SINGLE-COPY SALES VS. SUBSCRIPTIONS 1977-1978

|  | 1977 |  | 1978 |  |
|---|---|---|---|---|
|  | Number | Percent | Number | Percent |
| Single copies | 92,757,602 | 35 | 91,756,399 | 34 |
| Subscriptions | 171,190,950 | 65 | 173,933,368 | 66 |
| **Total** | 263,948,552 | 100 | 265,689,767 | 100 |

Source ABC reports on general and farm magazines (excluding comics and supps) for the second six months of each year/MPA

# READERSHIP

## SCOPE OF MAGAZINE AUDIENCE

- 127 million adult readers per month (18 and older).
- 90% of the nation's adult population read magazines per month.
- Each adult reads an average of seven different magazines per month.

Source TGI 1976 Special tabulation covering 4 week period MPA

## PROFILE OF AVERAGE MAGAZINE READER

- 34.9 years old.
- Married.
- Lives in suburbs.
- Owns single-family residence.
- High school graduate or above.
- Employed.
- 24% above-average household income.

Source W.R. Simmons, TGI, 1977 MPA

## ADULT READERSHIP OF AVERAGE MAGAZINE ISSUE

- 3.9 adult readers.
- 2.4 reading days each.
- 9.4 total adult reading days.
- 93 minutes reading time per adult.
- 6 hours, 3 minutes total adult reading time.
- Copy kept accessible 28.8 weeks.
- 89% of ad pages exposed per reader (page openings).

Source TGI 1976 1977 MPA

## MAGAZINE READERS: ACTIVE AND INVOLVED

- 6% above U.S. average voted in election.
- 39% above U.S. average contributed to a political party.
- 21% above U.S. average contributed to United Fund/Community Chest.
- 29% above U.S. average had material published.
- 44% above U.S. average took adult education courses.

Source Magazine readers represented by the adult audience of the average (median) measured magazine in W.R. Simmons 1976/77 report MPA

## REACH AND FREQUENCY BY NUMBER OF INSERTIONS

| Issues/ Insertions | Index | |
|---|---|---|
| | Net reach | Frequency |
| One | 100 | 100 |
| Three | 178 | 168 |
| Six | 232 | 258 |
| Nine | 264 | 340 |
| Twelve | 287 | 418 |

Source W.R. Simmons 1977 MPA

## SEASONAL VARIATION IN MAGAZINE AUDIENCES

| Season | Index |
|---|---|
| February-March | 99 |
| April-June | 101 |
| July-September | 98 |
| October-November | 102 |

Source TGI data for two year period 1973 1974

## SINGLE COPY/SUBSCRIPTION PRICES 1960-1977

| Year | Average single copy price | Index 1960 = 100 | Average yearly subscription price | Index 1960 = 100 |
|---|---|---|---|---|
| 1960 | $ .39 | 100 | $ 4.58 | 100 |
| 1961 | .41 | 105 | 4.68 | 102 |
| 1962 | .41 | 105 | 4.79 | 105 |
| 1963 | .42 | 108 | 4.89 | 107 |
| 1964 | .46 | 118 | 5.25 | 115 |
| 1965 | .46 | 118 | 5.32 | 116 |
| 1966 | .49 | 126 | 5.51 | 120 |
| 1967 | .51 | 131 | 5.60 | 122 |
| 1968 | .55 | 141 | 6.05 | 132 |
| 1969 | .58 | 149 | 6.52 | 142 |
| 1970 | .63 | 162 | 7.16 | 156 |
| 1971 | .63 | 162 | 7.38 | 161 |
| 1972 | .64 | 164 | 7.57 | 165 |
| 1973 | .68 | 174 | 7.72 | 169 |
| 1974* | .81 | 208 | 8.98 | 196 |
| 1975* | .87 | 223 | 10.14 | 221 |
| 1976* | .98 | 251 | 11.52 | 252 |
| 1977* | 1.09 | 280 | 12.70 | 277 |

Base: The single copy and one-year subscription prices reported to the Audit Bureau of Circulations, in effect December 31 of each year, for 50 leading magazines in advertising revenue for that year

*Revised

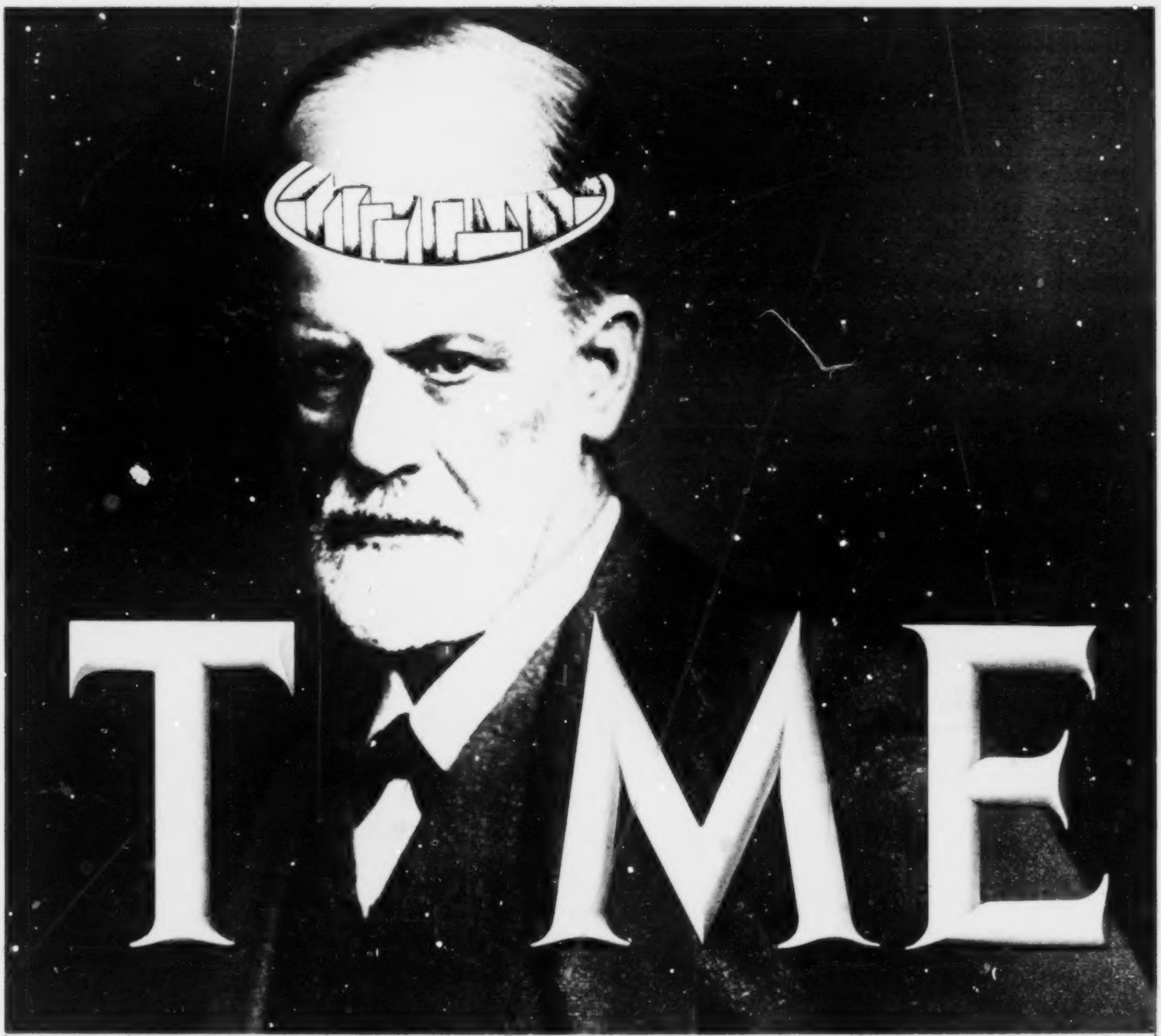
Source: Magazine Publishers Association

## 52-MAGAZINE BREAKOUT BY 18 EDITORIAL CATEGORIES

| Type of editorial | 1978 editorial pages distributed (in thousands) | Percent | 1978 editorial pages per U.S. household |
|---|---|---|---|
| National affairs | 13,707,846 | 7.8 | 180 |
| Foreign affairs | 7,586,111 | 4.3 | 100 |
| Amusements | 4,545,107 | 2.6 | 60 |
| Beauty/Grooming | 4,701,961 | 2.7 | 62 |
| Building | 4,177,373 | 2.4 | 55 |
| Business/Industry | 7,065,880 | 4.0 | 93 |
| Children | 4,430,407 | 2.5 | 58 |
| Farming/Gardening | 2,933,662 | 1.7 | 39 |
| Food | 14,369,777 | 8.2 | 189 |
| Health | 6,233,251 | 3.6 | 82 |
| Home furnishings | 12,872,158 | 7.3 | 169 |
| Sports/Hobbies | 13,604,832 | 7.8 | 179 |
| Travel/Transportation | 6,360,286 | 3.6 | 84 |
| Wearing apparel | 8,242,199 | 4.7 | 108 |
| Cultural interests | 27,748,790 | 15.8 | 365 |
| General interests | 21,136,839 | 12.0 | 278 |
| Miscellaneous | 6,300,366 | 3.6 | 83 |
| Fiction/Stories | 9,559,940 | 5.4 | 126 |
| **Total editorial** | 175,576,785 | 100.0 | 2,310 |

*Editorial pages by subject matter for each of the 52 magazines measured multiplied by circulation for that magazine. This indicates the total editorial impact of the 52 magazines on the reading public

Source: Editorial pages—Russell Hall Editorial Reports. Circulation—ABC 12 mos. average—1978. Households—Bureau of the Census (76,030,000 households). Prepared by Magazine Publishers Association



# The final analysis.

For many years, Freudian psychiatry held exclusive franchise over curing all maladies of the mind. But with the emergence of some 200 mental therapies, this once healthy body of science now finds itself on the couch. And who but TIME Magazine could analyze it?

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Week after week, no other news magazine consistently exhibits such robust personality traits—unmatched reportage, painstaking research, and delightfully understandable reading.

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**The most colorful coverage of the week.**

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# SMRB'S MEDIA IMPERATIVES®

THE concept of Media Imperatives® was first introduced at the 21st annual conference of the Advertising Research Foundation in November, 1975 as a way of classifying consumers according to their media usage patterns. This kind of analysis made the point that the average television schedule does not adequately reach a substantial portion of the population who can be better reached with magazines, and of course, vice versa. This remains a fundamental argument for using a mix of media.

SMRB has now extended the Media Imperatives to analyze exposure to other media. In the tables that follow the four media are paired into three segments: magazine vs. television; magazine vs. newspaper; magazine vs. radio. The data are based on a cross-tabulation of number of magazines read vs. television viewing time (or number of newspapers read or radio listening time) in the SMRB 1978-1979 study sample.

Respondents were classified into one of four exclusive groups:

1. Magazine Imperative: Those lightly exposed to television (or newspapers or radio) and with moderate to heavy magazine exposure.
2. Dual Audience: Moderate to heavy exposure to magazines and television (newspapers or radio).
3. Television (Newspaper or Radio) Imperative: Light exposure to magazines, moderate to heavy exposure in the other medium.
4. Lightly Exposed: Those lightly exposed to magazines and television (newspapers or radio).

The Media Imperatives are presented by six demographic characteristics for adult men and women: age, education, occupation, household income, marital status and number of people in household. The figures show the numbers of people in each demographic break; under each figure is the percent coverage for each demographic break (read vertically).

## MAGAZINES VS. TV, NEWSPAPERS, RADIO

| | **Men** (in thousands) | | | | | | **Women** (in thousands) | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **AGE** | **U.S. total** | **18-24 years** | **25-34 years** | **35-54 years** | **55 years & older** | **35-49 years** | **U.S. total** | **18-24 years** | **25-34 years** | **35-54 years** | **55 years & older** | **35-49 years** |
| **Total** | 73,541 | 13,835 | 16,633 | 23,711 | 19,362 | 16,714 | 79,677 | 14,206 | 17,064 | 24,211 | 24,197 | 18,131 |
| Pct. composition | 100.0 | 18.8 | 22.6 | 32.2 | 26.3 | 22.7 | 100.0 | 17.8 | 21.4 | 30.4 | 30.4 | 22.8 |
| **Magazine-Television** | | | | | | | | | | | | |
| Magazine imperative | 25,254 | 5,078 | 7,482 | 8,674 | 4,021 | 6,457 | 26,123 | 5,639 | 7,168 | 8,209 | 5,107 | 6,204 |
| Pct. coverage | 34.3 | 36.7 | 45.0 | 36.6 | 20.8 | 38.6 | 32.8 | 39.7 | 42.0 | 33.9 | 21.1 | 34.2 |
| Dual audience | 12,016 | 3,710 | 2,832 | 3,161 | 2,313 | 2,249 | 12,258 | 2,431 | 2,747 | 3,534 | 3,547 | 2,651 |
| Pct. coverage | 16.3 | 26.8 | 17.0 | 13.3 | 11.9 | 13.5 | 15.4 | 17.1 | 16.1 | 14.6 | 14.7 | 14.6 |
| Television imperative | 25,867 | 3,673 | 4,411 | 8,375 | 9,408 | 5,399 | 29,349 | 4,514 | 4,446 | 8,301 | 12,088 | 6,147 |
| Pct. coverage | 35.2 | 26.5 | 26.5 | 35.3 | 48.6 | 32.3 | 36.8 | 31.8 | 26.1 | 34.3 | 50.0 | 33.9 |
| Lightly exposed | 10,404 | 1,374 | 1,908 | 3,501 | 3,620 | 2,609 | 11,947 | 1,622 | 2,703 | 4,167 | 3,456 | 3,130 |
| Pct. coverage | 14.1 | 9.9 | 11.5 | 14.8 | 18.7 | 15.6 | 15.0 | 11.4 | 15.8 | 17.2 | 14.3 | 17.3 |
| **Magazine-Newspaper** | | | | | | | | | | | | |
| Magazine imperative | 25,187 | 7,044 | 7,078 | 7,090 | 3,975 | 5,155 | 28,878 | 7,207 | 8,013 | 7,969 | 5,689 | 6,323 |
| Pct. coverage | 34.2 | 50.9 | 42.6 | 29.9 | 20.5 | 30.8 | 36.2 | 50.7 | 47.0 | 32.9 | 23.5 | 34.9 |
| Dual audience | 9,666 | 1,511 | 2,435 | 3,871 | 1,849 | 2,879 | 8,057 | 1,055 | 1,620 | 2,899 | 2,484 | 2,022 |
| Pct. coverage | 13.1 | 10.9 | 14.6 | 16.3 | 9.5 | 17.2 | 10.1 | 7.4 | 9.5 | 12.0 | 10.3 | 11.2 |
| Newspaper imperative | 27,145 | 2,962 | 4,818 | 9,690 | 9,676 | 6,391 | 28,617 | 3,490 | 4,338 | 9,787 | 11,001 | 6,950 |
| Pct. coverage | 36.9 | 21.4 | 29.0 | 40.9 | 50.0 | 38.2 | 35.9 | 24.6 | 25.4 | 40.4 | 45.5 | 38.3 |
| Lightly exposed | 11,544 | 2,318 | 2,304 | 3,060 | 3,863 | 2,289 | 14,126 | 2,454 | 3,093 | 3,556 | 5,023 | 2,835 |
| Pct. coverage | 15.7 | 16.8 | 13.9 | 12.9 | 20.0 | 13.7 | 17.7 | 17.3 | 18.1 | 14.7 | 20.8 | 15.6 |
| **Magazine-Radio** | | | | | | | | | | | | |
| Magazine imperative | 23,743 | 3,829 | 6,273 | 7,999 | 5,642 | 5,442 | 23,071 | 4,164 | 5,304 | 6,971 | 6,633 | 5,443 |
| Pct. coverage | 32.3 | 27.7 | 37.7 | 33.7 | 29.1 | 32.6 | 29.0 | 29.3 | 31.1 | 28.8 | 27.4 | 30.0 |
| Dual audience | 13,207 | 4,242 | 3,466 | 3,928 | 1,570 | 3,108 | 14,324 | 3,356 | 3,768 | 4,585 | 2,616 | 3,333 |
| Pct. coverage | 18.0 | 30.7 | 20.8 | 16.6 | 8.1 | 18.6 | 18.0 | 23.6 | 22.1 | 18.9 | 10.8 | 18.4 |
| Radio imperative | 23,798 | 4,226 | 5,083 | 8,115 | 6,374 | 5,529 | 26,779 | 5,316 | 5,671 | 8,265 | 7,528 | 6,149 |
| Pct. coverage | 32.4 | 30.5 | 30.6 | 34.2 | 32.9 | 33.1 | 33.6 | 37.4 | 33.2 | 34.1 | 31.1 | 33.9 |
| Lightly exposed | 12,792 | 1,538 | 1,811 | 3,668 | 5,776 | 2,636 | 15,503 | 1,371 | 2,322 | 4,390 | 7,421 | 3,206 |
| Pct. coverage | 17.4 | 11.1 | 10.9 | 15.5 | 29.8 | 15.8 | 19.5 | 9.7 | 13.6 | 18.1 | 30.7 | 17.7 |

# ADTIMING

**Two new computer programs now make it possible to schedule magazines like broadcast—with GRPs, week by week.**

Those little X's on your flow chart only tell you *what* you're getting in terms of reader impressions.

Now you can know *when* you're getting them.

Working with audience accumulation curves, two new computer programs can now provide weekly, monthly or quarterly estimates for a given demographic or product-usage target, for any single magazine, magazine schedule, or TV/magazine plan.

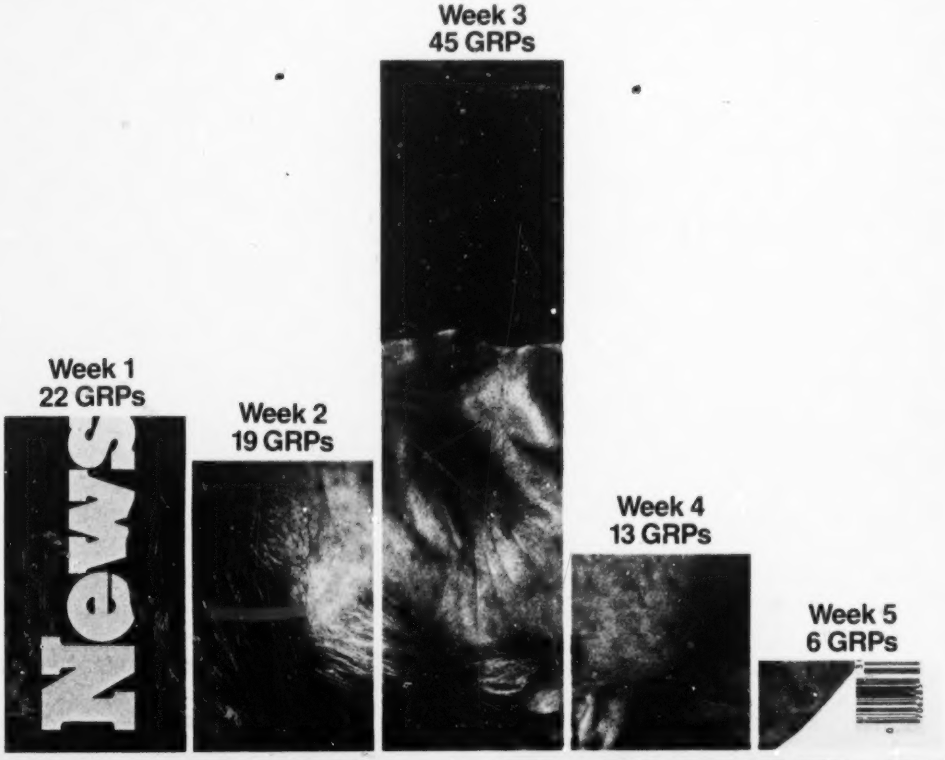
TEMPO,™ developed by Telmar Data Research, Inc., and ADCUME, developed by Interactive Market Systems and Ed Papazian, followed Newsweek's 1977 Accumulation Study. Both programs make it possible to time insertions more precisely.

You can see at a glance when print impressions are being delivered relative to other media, where to schedule a heavy-up effort or how to even-out impressions.

Our computers will even tell you which insertion dates to buy to meet a GRP goal.

Newsweek is the only weekly magazine that subscribes to and offers both TEMPO and ADCUME.

To find out more, contact your Newsweek representative, or Steve Douglas, Media Research Manager, Newsweek, 444 Madison Avenue, New York, N.Y. 10022, (212) 350-2292.



SOURCE: IMS ADCUME
SMRB, 1979.
Schedule Based on Adults 18-49
Newsweek—August 13
Newsweek—August 20
People—August 13
Reader's Digest—September
TV Guide—August 25
Woman's Day—September 4

# NEWSWEEK

| EDUCATION | Men (in thousands) | | | | Women (in thousands) | | | |
|---|---|---|---|---|---|---|---|---|
| | U.S. total | Att/ Grad college | High school grad | Not H.S. grad | U.S. total | Att/ Grad college | High school grad | Not H.S. grad |
| **Total** | 73,541 | 24,608 | 24,966 | 23,967 | 79,677 | 20,641 | 32,908 | 26,128 |
| Pct. composition | 100.0 | 33.5 | 33.9 | 32.6 | 100.0 | 25.9 | 41.3 | 32.8 |
| **Magazine-Television** | | | | | | | | |
| Magazine imperative | 25,254 | 12,394 | 8,307 | 4,553 | 26,123 | 10,375 | 11,293 | 4,455 |
| Pct. coverage | 34.3 | 50.4 | 33.3 | 19.0 | 32.8 | 50.3 | 34.3 | 17.1 |
| Dual audience | 12,016 | 4,687 | 4,525 | 2,804 | 12,258 | 3,208 | 6,297 | 2,752 |
| Pct. coverage | 16.3 | 19.0 | 18.1 | 11.7 | 15.4 | 15.5 | 19.1 | 10.5 |
| Television imperative | 25,867 | 5,739 | 9,038 | 11,089 | 29,349 | 4,267 | 10,592 | 14,490 |
| Pct. coverage | 35.2 | 23.3 | 36.2 | 46.3 | 36.8 | 20.7 | 32.2 | 55.5 |
| Lightly exposed | 10,404 | 1,788 | 3,095 | 5,521 | 11,947 | 2,791 | 4,726 | 4,431 |
| Pct. coverage | 14.1 | 7.3 | 12.4 | 23.0 | 15.0 | 13.5 | 14.4 | 17.0 |
| **Magazine-Newspaper** | | | | | | | | |
| Magazine imperative | 25,187 | 10,592 | 8,839 | 5,755 | 28,878 | 9,644 | 13,011 | 6,232 |
| Pct. coverage | 34.2 | 43.0 | 35.4 | 24.0 | 36.2 | 46.7 | 39.5 | 23.9 |
| Dual audience | 9,666 | 5,308 | 3,130 | 1,228 | 8,057 | 3,389 | 3,768 | 900 |
| Pct. coverage | 13.1 | 21.6 | 12.5 | 5.1 | 10.1 | 16.4 | 11.5 | 3.4 |
| Newspaper imperative | 27,145 | 7,465 | 9,383 | 10,297 | 28,617 | 5,958 | 11,409 | 11,250 |
| Pct. coverage | 36.9 | 30.3 | 37.6 | 43.0 | 35.9 | 28.9 | 34.7 | 43.1 |
| Lightly exposed | 11,544 | 1,243 | 3,614 | 6,686 | 14,126 | 1,659 | 4,720 | 7,746 |
| Pct. coverage | 15.7 | 5.1 | 14.5 | 27.9 | 17.7 | 8.0 | 14.3 | 29.6 |
| **Magazine-Radio** | | | | | | | | |
| Magazine imperative | 23,743 | 10,720 | 8,164 | 4,860 | 23,071 | 8,437 | 10,303 | 4,331 |
| Pct. coverage | 32.3 | 43.6 | 32.7 | 20.3 | 29.0 | 40.9 | 31.3 | 16.6 |
| Dual audience | 13,207 | 5,944 | 4,710 | 2,552 | 14,324 | 4,813 | 6,767 | 2,744 |
| Pct. coverage | 18.0 | 24.2 | 18.9 | 10.6 | 18.0 | 23.3 | 20.6 | 10.5 |
| Radio imperative | 23,798 | 5,864 | 8,363 | 9,571 | 26,779 | 5,374 | 10,870 | 10,535 |
| Pct. coverage | 32.4 | 23.8 | 33.5 | 39.9 | 33.6 | 26.0 | 33.0 | 40.3 |
| Lightly exposed | 12,792 | 2,080 | 3,729 | 6,984 | 15,503 | 2,017 | 4,969 | 8,518 |
| Pct. coverage | 17.4 | 8.5 | 14.9 | 29.1 | 19.5 | 9.8 | 15.1 | 32.6 |

| OCCUPATION | Men (in thousands) | | | | | | | Women (in thousands) | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | U.S. total | Profes-sional | Mana-gerial | Clerical /Sales | Crafts/ Foremen | Other empl | Not empl | U.S. total | Prof/ Mgrl | Clerical /Sales | Other empl | Not empl |
| **Total** | 73,541 | 8,967 | 8,603 | 6,832 | 11,794 | 19,017 | 18,327 | 79,677 | 8,894 | 15,245 | 12,892 | 42,647 |
| Pct. composition | 100.0 | 12.2 | 11.7 | 9.3 | 16.0 | 25.9 | 24.9 | 100.0 | 11.2 | 19.1 | 16.2 | 53.5 |
| **Magazine-Television** | | | | | | | | | | | | |
| Magazine imperative | 25,254 | 4,847 | 4,319 | 2,414 | 4,060 | 5,899 | 3,715 | 26,123 | 4,721 | 6,844 | 3,703 | 10,855 |
| Pct. coverage | 34.3 | 54.1 | 50.2 | 35.3 | 34.4 | 31.0 | 20.3 | 32.8 | 53.1 | 44.9 | 28.7 | 25.5 |
| Dual audience | 12,016 | 1,624 | 1,084 | 1,637 | 1,557 | 2,577 | 3,538 | 12,258 | 1,321 | 2,237 | 1,638 | 7,063 |
| Pct. coverage | 16.3 | 18.1 | 12.6 | 24.0 | 13.2 | 13.6 | 19.3 | 15.4 | 14.9 | 14.7 | 12.7 | 16.6 |
| Television imperative | 25,867 | 1,754 | 2,206 | 1,829 | 4,071 | 7,303 | 8,704 | 29,349 | 1,263 | 4,160 | 5,487 | 18,440 |
| Pct. coverage | 35.2 | 19.6 | 25.6 | 26.8 | 34.5 | 38.4 | 47.5 | 36.8 | 14.2 | 27.3 | 42.6 | 43.2 |
| Lightly exposed | 10,404 | 743 | 994 | 953 | 2,107 | 3,238 | 2,370 | 11,947 | 1,589 | 2,004 | 2,065 | 6,290 |
| Pct. coverage | 14.1 | 8.3 | 11.6 | 13.9 | 17.9 | 17.0 | 12.9 | 15.0 | 17.9 | 13.1 | 16.0 | 14.7 |

# READER'S DIGEST MEDIA PROFILE

## A UNIQUE COMBINATION OF ADVERTISING VALUES

Reader's Digest offers you a vast, guaranteed number of homes — exceeding the numbers TV can only promise. PLUS an intimate reader rapport and responsiveness. PLUS a special credibility so important during these times of rising public skepticism. PLUS many important marketing extras.

## EDITORIAL THAT CREATES A RECEPTIVE MOOD FOR ADVERTISERS

The Digest's editorial purpose is to provide service to its readers.

Its articles serve basic human interests. With brevity and clarity, it puts constructive ideas into the mainstream of American thought. It seeks to make complex subjects understandable, to turn controversy into constructive action, and to offer workable solutions to problems.

The Digest, in short, believes in man's ability to improve himself and his world. It is a belief that is shared by the millions of families who buy the magazine. And it creates a highly receptive audience for advertisers.

To put it another way, who do you think spend more money to maintain and improve living standards? People who feel positive about the future? Or those who do not?

## READERS RESPOND

Digest readers think of it as *their* magazine. And they respond to it.

Each year hundreds of thousands of them submit contributions to The Digest. (You've probably heard someone say "That's a great story. You ought to send it to Reader's Digest." Ever hear anyone say "You ought to send it to CBS?")

That is also why they believe in and respond so freely to advertising messages that come into their homes in The Digest's pages. To cite just one example, a single food Digest promotion pulled 17.4 million coupon redemptions for participating advertisers.

## SWEEPING MARKET PENETRATION

More people spend more time with each issue of Reader's Digest than with any other magazine.

The Digest guarantees to put your advertising message into 17,750,000 homes. Actually, it will go into more than 18 million. And the better the market, the better the penetration.

41½ million adult readers strong, it delivers an audience a lot bigger than even the top TV shows. A lot better, too:

| Adults who: | Digest | #1 TV Show |
|---|---|---|
| Spend $61 or more weekly on groceries | 33.9% | 24.4% |
| Own 2 or more cars bought new | 35.6 | 22.0 |
| Bought new dishwasher in past year | 36.1 | 23.7 |
| Own passports | 29.8 | 18.2 |
| Own credit cards | 33.8 | 21.3 |

## SELLING THE WHOLE FAMILY

As you know, many purchases once thought of as being either male or female decisions are today strongly influenced by both.

The recent Purchase Influence Study provides hard numbers showing the relative say of husbands and wives in the buying decisions for over 100 products and services. And when — *but only when* — you factor those numbers into the computer, you get printouts that show how to make each advertising dollar you spend work harder and smarter.

For now, however, remember that The Digest is aimed at the whole family, is read by the whole family and can help you sell the whole family.

## REASONABLE RATES

The cost per thousand for a four-color bleed page in Reader's Digest is a highly competitive $4.37.

The efficiency of volume production helps explain our ability to hold down advertising rates despite spiraling costs elsewhere. But even more significantly, readers — not advertisers — contribute the largest share (63%) of the magazine's income.

## ADVERTISING FLEXIBILITY

Reader's Digest offers a wide variety of circulation breakouts. So you can tailor your Digest advertising to your marketing needs. Consider:

- *National Half-Circulation.* Half of the total 17,750,000 guaranteed average monthly circulation is available to national advertisers. "Two-up" production gives a 50-50 circulation split in every state and provides national coverage — at half the cost.
- *A/B copy splits.* Available in national, regional and major market editions at no extra charge.
- *50 predetermined test markets.*
- *10 regional editions.* See map below.
- *10 major markets.* We reach over 1/4 of all households in the 10 markets accounting for over 1/3 of all U.S. retail sales. Buy singly, in any combination, or with regional editions.

## ADVERTISING READERS CAN'T MISS

Every national ROB advertising page in Reader's Digest appears adjacent to editorial. That means that our editors will help hold readers in front of your selling message. And that, in part, explains the consistently high readership advertising in The Digest enjoys.

But we also offer a wide range of high-visibility advertising units. They include multi-page sections (ROB or detachable), gatefolds, cards, coated-sheet inserts. Our "inventory," in short, offers you something special to catch our readers' eyes and suit your advertising needs.

## COOPERATIVE PROMOTIONAL OPPORTUNITIES

Reader's Digest has a long record of highly successful, very efficient cooperative advertising sections. These special sections stress reader service and are creatively coordinated for extra impact. Some examples:

- *"Buy - Words from Carolyn Davis."* "Signed" monthly column of 1/5 page selling messages. Full national reach for only $1.09 per thousand copies. Copy, 4-color art, production and merchandising included.
- *Digest food promotions.* Themed promotions for advertisers of food and related products ("Breakfast Shopper" in February; "Summer Table" in June; "Good Food for Good Times" in November). These promotions enjoy extensive chain and field support nationwide.
- *"Christmas Shopper."* This annual December section offers advertisers a low-cost, highly visible way to reach families who account for 40% or more of the holiday sales of most gift items.

## ADDING TRADE PUSH TO RETAIL PULL

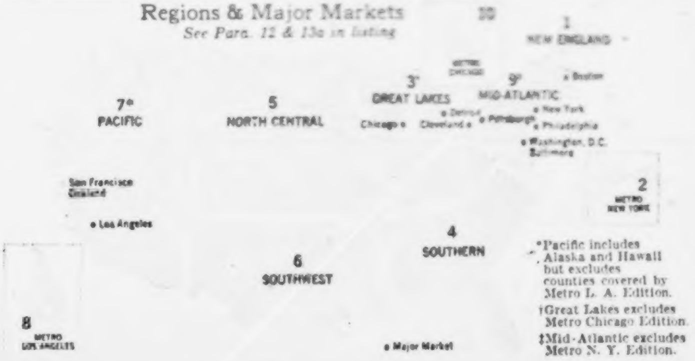
To be fully effective, advertising must be solidly supported by the trade. Advertising in Reader's Digest enjoys such support.

A Trendex study of 20 retail trades find that [illegible] of owners/managers read The Digest regularly (the [illegible] magazine reaches [illegible]). What's more, [illegible] retailers know The Digest moves products in huge volume. That's why the majority of the leading supermarket chains regularly run Digest food promotions.

And to promote even greater awareness and support on all trade levels, The Digest provides funds and manpower to build highly effective merchandising programs. The funds are allocated on the number of ad pages run. The programs are tailored to your specific needs.

Regions & Major Markets

*See Para. 12 & 13a in listing*



*Pacific includes Alaska and Hawaii but excludes counties covered by Metro L. A. Edition.

†Great Lakes excludes Metro Chicago Edition.

‡Mid-Atlantic excludes Metro N. Y. Edition.

## OCCUPATION

CONTINUED

| | Men (in thousands) | | | | | | | Women (in thousands) | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | U.S. total | Profes-sional | Mana-gerial | Clerical /Sales | Crafts/ Foremen | Other empl | Not empl | U.S. total | Prof/ Mgrl | Clerical /Sales | Other empl | Not empl |
| **Magazine-Newspaper** | | | | | | | | | | | | |
| Magazine imperative | 25,187 | 3,781 | 2,682 | 2,298 | 4,328 | 5,995 | 6,104 | 28,878 | 4,071 | 7,013 | 4,357 | 13,436 |
| Pct. coverage | 34.2 | 42.2 | 31.2 | 33.6 | 36.7 | 31.5 | 33.3 | 36.2 | 45.8 | 46.0 | 33.8 | 31.5 |
| Dual audience | 9,666 | 2,125 | 1,830 | 1,327 | 1,212 | 1,793 | 1,379 | 8,057 | 1,509 | 1,780 | 1,046 | 3,722 |
| Pct. coverage | 13.1 | 23.7 | 21.3 | 19.4 | 10.3 | 9.4 | 7.5 | 10.1 | 17.0 | 11.7 | 8.1 | 8.7 |
| Newspaper imperative | 27,145 | 2,567 | 3,485 | 2,525 | 4,464 | 7,234 | 6,871 | 28,617 | 2,632 | 4,646 | 4,814 | 16,525 |
| Pct. coverage | 36.9 | 28.6 | 40.5 | 37.0 | 37.8 | 38.0 | 37.5 | 35.9 | 29.6 | 30.5 | 37.3 | 38.7 |
| Lightly exposed | 11,544 | 494 | 607 | 683 | 1,791 | 3,995 | 3,974 | 14,126 | 682 | 1,805 | 2,675 | 8,964 |
| Pct. coverage | 15.7 | 5.5 | 7.1 | 10.0 | 15.2 | 21.0 | 21.7 | 17.7 | 7.7 | 11.8 | 20.7 | 21.0 |
| **Magazine-Radio** | | | | | | | | | | | | |
| Magazine imperative | 23,743 | 4,238 | 3,322 | 2,035 | 3,584 | 5,315 | 5,250 | 23,071 | 3,823 | 4,113 | 3,287 | 11,848 |
| Pct. coverage | 32.3 | 47.3 | 38.6 | 29.8 | 30.4 | 27.9 | 28.6 | 29.0 | 43.0 | 27.0 | 25.5 | 27.8 |
| Dual audience | 13,207 | 2,025 | 1,661 | 1,729 | 2,209 | 3,178 | 2,406 | 14,324 | 1,916 | 4,382 | 1,963 | 6,062 |
| Pct. coverage | 18.0 | 22.6 | 19.3 | 25.3 | 18.7 | 16.7 | 13.1 | 18.0 | 21.5 | 28.7 | 15.2 | 14.2 |
| Radio imperative | 23,798 | 1,956 | 2,378 | 2,257 | 3,873 | 7,394 | 5,939 | 26,779 | 2,187 | 4,939 | 4,649 | 15,004 |
| Pct. coverage | 32.4 | 21.8 | 27.6 | 33.0 | 32.8 | 38.9 | 32.4 | 33.6 | 24.6 | 32.4 | 36.1 | 35.2 |
| Lightly exposed | 12,792 | 748 | 1,241 | 811 | 2,129 | 3,131 | 4,732 | 15,503 | 967 | 1,811 | 2,993 | 9,732 |
| Pct. coverage | 17.4 | 8.3 | 14.4 | 11.9 | 18.1 | 16.5 | 25.8 | 19.5 | 10.9 | 11.9 | 23.2 | 22.8 |

## HOUSEHOLD INCOME

| | Men (in thousands) | | | | | | Women (in thousands) | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | U.S. total | $25,000 & over | $20,000 -24,999 | $15,000 -19,999 | $10,000 -14,999 | Under $10,000 | U.S. total | $25,000 & over | $20,000 -24,999 | $15,000 -19,999 | $10,000 -14,999 | Under $10,000 |
| **Total** | 73,541 | 15,717 | 11,378 | 13,439 | 14,270 | 18,737 | 79,677 | 12,834 | 9,791 | 14,262 | 15,274 | 27,516 |
| Pct. composition | 100.0 | 21.4 | 15.5 | 18.3 | 19.4 | 25.5 | 100.0 | 16.1 | 12.3 | 17.9 | 19.2 | 34.5 |
| **Magazine-Television** | | | | | | | | | | | | |
| Magazine imperative | 25,254 | 6,763 | 5,042 | 4,957 | 4,775 | 3,719 | 26,123 | 6,949 | 4,403 | 5,264 | 4,165 | 5,342 |
| Pct. coverage | 34.3 | 43.0 | 44.3 | 36.9 | 33.5 | 19.8 | 32.8 | 54.1 | 45.0 | 36.9 | 27.3 | 19.4 |
| Dual audience | 12,016 | 3,487 | 1,764 | 2,454 | 2,354 | 1,956 | 12,258 | 1,851 | 1,330 | 2,578 | 2,670 | 3,830 |
| Pct. coverage | 16.3 | 22.2 | 15.5 | 18.3 | 16.5 | 10.4 | 15.4 | 14.4 | 13.6 | 18.1 | 17.5 | 13.9 |
| Television imperative | 25,867 | 3,991 | 3,315 | 4,524 | 5,195 | 8,842 | 29,349 | 2,337 | 2,941 | 4,075 | 5,845 | 14,151 |
| Pct. coverage | 35.2 | 25.4 | 29.1 | 33.7 | 36.4 | 47.2 | 36.8 | 18.2 | 30.0 | 28.6 | 38.3 | 51.4 |
| Lightly exposed | 10,404 | 1,476 | 1,257 | 1,504 | 1,946 | 4,221 | 11,947 | 1,698 | 1,118 | 2,346 | 2,593 | 4,192 |
| Pct. coverage | 14.1 | 9.4 | 11.0 | 11.2 | 13.6 | 22.5 | 15.0 | 13.2 | 11.4 | 16.4 | 17.0 | 15.2 |
| **Magazine-Newspaper** | | | | | | | | | | | | |
| Magazine imperative | 25,187 | 5,724 | 4,179 | 4,826 | 5,528 | 4,930 | 28,878 | 5,262 | 3,968 | 6,219 | 5,588 | 7,841 |
| Pct. coverage | 34.2 | 36.4 | 36.7 | 35.9 | 38.7 | 26.3 | 36.2 | 41.0 | 40.5 | 43.6 | 36.6 | 28.5 |
| Dual audience | 9,666 | 3,706 | 2,186 | 1,893 | 1,256 | 626 | 8,057 | 2,717 | 1,380 | 1,268 | 1,277 | 1,416 |
| Pct. coverage | 13.1 | 23.6 | 19.2 | 14.1 | 8.8 | 3.3 | 10.1 | 21.2 | 14.1 | 8.9 | 8.4 | 5.1 |
| Newspaper imperative | 27,145 | 5,405 | 4,132 | 5,402 | 5,489 | 6,716 | 28,617 | 4,046 | 3,525 | 5,019 | 5,638 | 10,389 |
| Pct. coverage | 36.9 | 34.4 | 36.3 | 40.2 | 38.5 | 35.8 | 35.9 | 31.5 | 36.0 | 35.2 | 36.9 | 37.8 |
| Lightly exposed | 11,544 | 882 | 881 | 1,319 | 1,997 | 6,465 | 14,126 | 809 | 919 | 1,757 | 2,771 | 7,870 |
| Pct. coverage | 15.7 | 5.6 | 7.7 | 9.8 | 14.0 | 34.5 | 17.7 | 6.3 | 9.4 | 12.3 | 18.1 | 28.6 |
| **Magazine-Radio** | | | | | | | | | | | | |
| Magazine imperative | 23,743 | 6,299 | 4,393 | 5,428 | 3,419 | 4,205 | 23,071 | 5,552 | 3,078 | 4,680 | 4,254 | 5,507 |
| Pct. coverage | 32.3 | 40.1 | 38.6 | 40.4 | 24.0 | 22.4 | 29.0 | 43.3 | 31.4 | 32.8 | 27.9 | 20.0 |
| Dual audience | 13,207 | 3,742 | 2,742 | 2,093 | 2,881 | 1,749 | 14,324 | 3,207 | 2,498 | 2,863 | 2,459 | 3,296 |
| Pct. coverage | 18.0 | 23.8 | 24.1 | 15.6 | 20.2 | 9.3 | 18.0 | 25.0 | 25.5 | 20.1 | 16.1 | 12.0 |
| Radio imperative | 23,798 | 4,356 | 3,058 | 3,827 | 5,010 | 7,548 | 26,779 | 2,932 | 2,822 | 4,619 | 5,768 | 10,637 |
| Pct. coverage | 32.4 | 27.7 | 26.9 | 28.5 | 35.1 | 40.3 | 33.6 | 22.8 | 28.8 | 32.4 | 37.8 | 38.7 |
| Lightly exposed | 12,792 | 1,320 | 1,185 | 2,091 | 2,960 | 5,236 | 15,503 | 1,142 | 1,393 | 2,100 | 2,792 | 8,076 |
| Pct. coverage | 17.4 | 8.4 | 10.4 | 15.6 | 20.7 | 27.9 | 19.5 | 8.9 | 14.2 | 14.7 | 18.3 | 29.4 |

MONTGOMERY
WARD

# THE UNDUPLICATED MARKET
# catalog advertising

## Effective Reach — Nationwide

Montgomery Ward catalogs provide you with an economical way to reach:

- over 6.8 million households with median incomes of $17,245 — 51.7% in Nielsen's C&D Counties
- over 30 million men and women readers
- the whole U.S. or selected regions at rates as low as $7.50/M for Monthly Sales Catalogs and $6.00/M for General Catalogs and Christmas Catalogs (4/Color rates)

## In-Depth, Cover-to-Cover Readership

Why do 30 million people read the Ward's catalog?

There are a variety of reasons why people turn to Wards. They use the catalogs for comparison shopping, and as a convenient, time-saving way to do their buying. But many people also use them to see all kinds of new items and the latest fashions as well as utilizing it as an interesting source of information.

And our readers don't just casually peruse the catalogs . . . they **READ** it.

## Simmons Research Information Available

Complete demographic, product usage and reach/frequency data is available on Ward customers through Interactive Market Systems (I.M.S.).

## 17 Long-Life Catalogs

Wards offers you a variety of ways to reach the buyers who read the catalogs. Choose the issues best suited to your products and services needs:

| | |
|---|---|
| 11 | Monthly Sale Catalogs |
| 2 | General Catalogs |
| 1 | Christmas Catalog |
| 1 | Summer Sale Catalog |
| 1 | Suburban Lawn & Garden Catalog |
| 1 | Home Furnishings Catalog |
| **17** | **Timely Catalogs** |

## The Unduplicated Market

The majority of the consumers who read Wards catalogs are not reached by other media. In fact, of 27 national magazines (none with circulations less than 500,000), no magazine attained higher than 30% reach among Wards readers.

Source: Simmons 1978/1979

## Successful Advertisers

Join this growing list of successful advertisers!

Harlequin
Columbia House
American Motors
Literary Guild
Time Life
Meredith Publications
Cosmetique
Encyclopaedia Britannica

**Space is now available** in all 16 Wards Catalogs to national and regional advertisers. Space that will reach over 30 million readers. Find out about those millions of readers. Then go after them yourself.

Call or write:

Thomas M. Condon, Jr.
Director, National Catalog
Advertising Sales
Montgomery Ward
Two Montgomery Ward Plaza B-8
Chicago, Illinois 60671
312/467-2350

or

Bob La Budde
Catalog Advtg.
Sales Mgr.
Montgomery Ward
393 7th Avenue
New York, N.Y. 10001
212/971-1396

SPRING & SUMMER '79

Our best advertising media might
just be your best advertising media!
$1.5 billion annual catalog sales!

MONTGOMERY
WARD

00

confidence in LIFE, the biggest, boldest, mos

# ZE

© 1979 TIME INC.

exuberant showcase your advertising will ever have.

| SIZE OF HOUSEHOLD | Men (in thousands) | | | | Women (in thousands) | | | |
|---|---|---|---|---|---|---|---|---|
| | U.S. total | 1-2 people | 3-4 people | 5 & over | U.S. total | 1-2 people | 3-4 people | 5 & over |
| **Total** | 73,541 | 31,571 | 28,942 | 13,028 | 79,677 | 35,680 | 28,350 | 15,647 |
| Pct. composition | 100.0 | 42.9 | 39.4 | 17.7 | 100.0 | 44.8 | 35.6 | 19.6 |
| **Magazine-Television** | | | | | | | | |
| Magazine imperative | 25,254 | 9,806 | 9,853 | 5,595 | 26,123 | 10,404 | 10,002 | 5,717 |
| Pct. coverage | 34.3 | 31.1 | 34.0 | 42.9 | 32.8 | 29.2 | 35.3 | 36.5 |
| Dual audience | 12,016 | 4,502 | 6,053 | 1,461 | 12,258 | 4,981 | 5,070 | 2,207 |
| Pct. coverage | 16.3 | 14.3 | 20.9 | 11.2 | 15.4 | 14.0 | 17.9 | 14.1 |
| Television imperative | 25,867 | 12,281 | 9,771 | 3,815 | 29,349 | 14,817 | 9,450 | 5,082 |
| Pct. coverage | 35.2 | 38.9 | 33.8 | 29.3 | 36.8 | 41.5 | 33.3 | 32.5 |
| Lightly exposed | 10,404 | 4,982 | 3,265 | 2,157 | 11,947 | 5,478 | 3,829 | 2,641 |
| Pct. coverage | 14.1 | 15.8 | 11.3 | 16.6 | 15.0 | 15.4 | 13.5 | 16.9 |
| **Magazine-Newspaper** | | | | | | | | |
| Magazine imperative | 25,187 | 10,261 | 10,668 | 4,257 | 28,878 | 11,543 | 11,812 | 5,523 |
| Pct. coverage | 34.2 | 32.5 | 36.9 | 32.7 | 36.2 | 32.3 | 41.7 | 35.3 |
| Dual audience | 9,666 | 3,129 | 4,224 | 2,313 | 8,057 | 3,258 | 2,797 | 2,003 |
| Pct. coverage | 13.1 | 9.9 | 14.6 | 17.8 | 10.1 | 9.1 | 9.9 | 12.8 |
| Newspaper imperative | 27,145 | 12,910 | 9,670 | 4,565 | 28,617 | 13,929 | 9,559 | 5,129 |
| Pct. coverage | 36.9 | 40.9 | 33.4 | 35.0 | 35.9 | 39.0 | 33.7 | 32.8 |
| Lightly exposed | 11,544 | 5,271 | 4,380 | 1,893 | 14,126 | 6,951 | 4,183 | 2,992 |
| Pct. coverage | 15.7 | 16.7 | 15.1 | 14.5 | 17.7 | 19.5 | 14.8 | 19.1 |
| **Magazine-Radio** | | | | | | | | |
| Magazine imperative | 23,743 | 9,678 | 10,050 | 4,015 | 23,071 | 9,690 | 8,985 | 4,396 |
| Pct. coverage | 32.3 | 30.7 | 34.7 | 30.8 | 29.0 | 27.2 | 31.7 | 28.1 |
| Dual audience | 13,267 | 4,654 | 5,592 | 2,961 | 14,324 | 5,580 | 5,775 | 2,970 |
| Pct. coverage | 18.0 | 14.7 | 19.3 | 22.7 | 18.0 | 15.6 | 20.4 | 19.0 |
| Radio imperative | 23,798 | 10,223 | 9,050 | 4,526 | 26,779 | 11,794 | 8,875 | 6,110 |
| Pct. coverage | 32.4 | 32.4 | 31.3 | 34.7 | 33.6 | 33.1 | 31.3 | 39.0 |
| Lightly exposed | 12,792 | 7,016 | 4,250 | 1,526 | 15,503 | 8,616 | 4,716 | 2,171 |
| Pct. coverage | 17.4 | 22.2 | 14.7 | 11.7 | 19.5 | 24.1 | 16.6 | 13.9 |

| MARITAL STATUS | Men (in thousands) | | | | Women (in thousands) | | | |
|---|---|---|---|---|---|---|---|---|
| | U.S. total | Married | Single | Divorced Sep/Wid | U.S. total | Married | Single | Divorced Sep/Wid |
| **Total** | 73,541 | 51,005 | 15,970 | 6,566 | 79,677 | 49,727 | 12,322 | 17,628 |
| Pct. composition | 100.0 | 69.4 | 21.7 | 8.9 | 100.0 | 62.4 | 15.5 | 22.1 |
| **Magazine-Television** | | | | | | | | |
| Magazine imperative | 25,254 | 17,807 | 5,993 | 1,454 | 26,123 | 17,243 | 5,160 | 3,720 |
| Pct. coverage | 34.3 | 34.9 | 37.5 | 22.1 | 32.8 | 34.7 | 41.9 | 21.1 |
| Dual audience | 12,016 | 7,643 | 3,646 | 727 | 12,258 | 8,301 | 1,707 | 2,250 |
| Pct. coverage | 16.3 | 15.0 | 22.8 | 11.1 | 15.4 | 16.7 | 13.9 | 12.8 |
| Television imperative | 25,867 | 18,593 | 4,440 | 2,834 | 29,349 | 17,071 | 3,571 | 8,708 |
| Pct. coverage | 35.2 | 36.5 | 27.8 | 43.2 | 36.8 | 34.3 | 29.0 | 49.4 |
| Lightly exposed | 10,404 | 6,962 | 1,891 | 1,551 | 11,947 | 7,113 | 1,885 | 2,950 |
| Pct. coverage | 14.1 | 13.6 | 11.8 | 23.6 | 15.0 | 14.3 | 15.3 | 16.7 |

## MARITAL STATUS CONTINUED

| | Men (in thousands) | | | | Women (in thousands) | | | |
|---|---|---|---|---|---|---|---|---|
| | U.S. total | Married | Single | Divorced Sep/Wid | U.S. total | Married | Single | Divorced Sep/Wid |
| **Magazine-Newspaper** | | | | | | | | |
| Magazine imperative | 25,187 | 16,525 | 7,204 | 1,458 | 28,878 | 19,015 | 5,253 | 4,609 |
| Pct. coverage | 34.2 | 32.4 | 45.1 | 22.2 | 36.2 | 38.2 | 42.6 | 26.1 |
| Dual audience | 9,666 | 6,943 | 2,063 | 660 | 8,057 | 5,465 | 1,388 | 1,205 |
| Pct. coverage | 13.1 | 13.6 | 12.9 | 10.1 | 10.1 | 11.0 | 11.3 | 6.8 |
| Newspaper imperative | 27,145 | 19,712 | 4,457 | 2,976 | 28,617 | 18,105 | 3,538 | 6,974 |
| Pct. coverage | 36.9 | 38.6 | 27.9 | 45.3 | 35.9 | 36.4 | 28.7 | 39.6 |
| Lightly exposed | 11,544 | 7,826 | 2,247 | 1,471 | 14,126 | 7,143 | 2,144 | 4,839 |
| Pct. coverage | 15.7 | 15.3 | 14.1 | 22.4 | 17.7 | 14.4 | 17.4 | 27.5 |
| **Magazine-Radio** | | | | | | | | |
| Magazine imperative | 23,743 | 17,597 | 4,633 | 1,513 | 23,071 | 16,069 | 3,483 | 3,520 |
| Pct. coverage | 32.3 | 34.5 | 29.0 | 23.0 | 29.0 | 32.3 | 28.3 | 20.0 |
| Dual audience | 13,207 | 8,291 | 4,084 | 832 | 14,324 | 9,202 | 2,825 | 2,297 |
| Pct. coverage | 18.0 | 16.3 | 25.6 | 12.7 | 18.0 | 18.5 | 22.9 | 13.0 |
| Radio imperative | 23,798 | 15,660 | 5,138 | 3,000 | 25,779 | 15,996 | 4,555 | 6,228 |
| Pct. coverage | 32.4 | 30.7 | 32.2 | 45.7 | 33.6 | 32.2 | 37.0 | 35.3 |
| Lightly exposed | 12,792 | 9,457 | 2,115 | 1,221 | 15,503 | 8,460 | 1,459 | 5,583 |
| Pct. coverage | 17.4 | 18.5 | 13.2 | 18.6 | 19.5 | 17.0 | 11.8 | 31.7 |

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# SECTION 2

# MAGAZINE DIRECTORY

Here is a convenient alphabetical listing of over 1,000 consumer magazines, networks, groups and corporate buys which answered the Encyclomedia questionnaire. Each listing includes company name, address, telephone, name of publisher and ad director. At the bottom of each listing, in bold type, are the editorial categories selected by the magazines. Vital statistics for each publication can be found by turning to the editorial categories which are arranged alphabetically in Section 3.

# MAGAZINE DIRECTORY

## A

**A.D.**
A.D. Publications, Inc.
441 Lexington Ave.
Ste. 809
New York, NY 10017
(212)697-1075
Roy A. Lord, pub.
Arthur W. Van Dyke, adv. mgr.
**Religion**

**AAA MIDWEST PUB. GROUP (8 TITLES)**
PO Box 4290
Davenport, IA 52808
(319)355-5331
**Travel**

**AAA TOURBOOKS (23 TITLES)**
American Automobile Assn.
8111 Gatehouse Rd.
Falls Church, VA 22042
(703)222-6172
Kenneth R. Roberts, adv. dir.
**Travel**

**AAU NEWS**
Amateur Athletic Union of the U.S.
3400 W 86 St.
Indianapolis, IN 46268
(317)297-2900
Martin E. Weiss, pub., adv. mgr.
**Men's interests; Sports**

**ACC BASKETBALL HANDBOOK**
UMI Publications, Inc.
Box 30036
Charlotte, NC 28230
(704)374-0420
Ivan Mothershead, pub.
**Sports**

**ACCENT ON LIVING**
Cheever Publishing, Inc.
PO Box 700
Bloomington, IL 61701
(309)373-4213
Raymond C. Cheever, pub., adv. mgr.
**Home/Family relations**

**ADIRONDACK LIFE**
310 Midtown Plaza
Syracuse, NY 13210
(315)472-7703
Norman Poltenson, pub.
Mel Katz, adv. dir.
**Camping/Outdoor living; City/State/Regional**

**ADVENTURE TRAVEL**
American Adventurers Assn., Inc.
444 NE Ravenna Blvd. #301
Seattle, WA 98115
(206)527-1621
Bob Citron, pub.
Craig Sternagel, adv. mgr.
**Camping/Outdoor living; Travel**

**THE ADVOCATE**
Liberation Publications, Inc.
1730 S Amphlett, Ste. 225
San Mateo, CA 94402
(415)573-7100
David B. Goodstein, pub.
Bernard David, adv. mgr.
**Entertainment; News**

**AERO**
Macro/Comm Corp.
8322 Beverly Blvd. #302
Los Angeles, CA 90048
(213)655-9775
Norman Ridker, pub., adv. mgr.
**Flying**

**AFRICA REPORT**
833 United Nations Plaza
New York, NY 10017
(212)949-5731
Anthony Hughes, pub.
Gilbert Hoover, adv. dir.
**Political/Social issues**

**AIR CALIFORNIA MAGAZINE**
McFadden/McNulty Enterprises
1465 S Coast Hwy.
Laguna Beach, CA 92651
(714)497-1727
Michael McFadden, pub.
Mary McNulty, adv. dir.
**Inflight**

**AIR FORCE TIMES**
Army Times Publishing Co.
475 School St., SW
Washington, DC 20024
(202)554-7100
Melvin Ryder, pub.
Joseph G. Varga, adv. dir.
**Military**

**AIR GROUP ONE (5 TITLES)**
488 Madison Ave.
New York, NY 10022
(212)826-9466
Marsha Metrinko, adv. coord.
**Inflight**

**AIR LINE PILOT**
Air Line Pilots Assn.
1625 Massachusetts Ave., NW
Washington, DC 20036
(202)797-4176
Ms. Becky Lower, adv. dir.
**Flying; Fraternal/Labor/Civic**

**AIR NEW ENGLAND FLYING YOUR WAY**
Air New England
Logan International Airport
East Boston, MA 02128
(617)569-5650, NYC (212) 838-2826
John F. Dunn (NYC), adv. mgr.
**Inflight**

**AIRBORNE**
McFadden/McNulty Enterprises
1465 S Coast Hwy.
Laguna Beach, CA 92651
(714)497-1727
Michael McFadden, pub.
Mary McNulty, adv. dir.
**Inflight**

**AKRON BEACON JOURNAL'S BEACON MAGAZINE**
Akron Beacon Journal
44 E Exchange St.
Akron, OH 44328
(216)375-8571
James K. Farrell, adv. mgr.
**Newspaper distributed magazines**

**ALASKAFEST (ALASKA AIRLINES)**
Seattle N.W. Publishing Corp.
1932 First Ave.
Seattle, WA 98101
(206)682-5871
Ron Stern, pub.
Mimi Kight-Kirsch, adv. dir.
**Inflight**

**ALBUQUERQUE**
Albuquerque Magazine, Inc.
PO Box 4171
2025 San Pedro, NE
Albuquerque, NM 87106
(505)262-1474
Dennis Trambly, pub.
**City/State/Regional**

**ALL IN STYLE**
East/West Network, Inc.
488 Madison Ave.
New York, NY 10022
(212)838-2826
Jeffrey Butler, pub.
Robert Cloutier, adv. dir.
**Beauty/Fashion; Newspaper distributed magazines; Women's service**

**ALOFT (NATIONAL AIRLINES)**
Wickstrom Publishers
2701 S Bayshore Dr.
Ste. 501
Miami, FL 33133
(305)858-3546
Karl Y. Wickstrom, pub.
Robert L. Mitchell, adv. dir.
**Inflight**

**ALOHA—THE MAGAZINE OF HAWAII**
Coral-Davick Publishing Co.
1585 Kapiolani
Ste. 208
Honolulu, HI 96814
(808)955-5556
D. Gick, pub.
R. Davis, adv. mgr.
**City/State/Regional**

**ALTERNATIVE SOURCES OF ENERGY**
Alternative Sources of Energy, Inc.
Rt. 2
Box 90A
Milaca, MN 56353
(612)983-6892
Abby S. Marier, adv. dir.
**Mechanics/Science/Electronics**

**AMERICA**
America Press
106 W 56 St.
New York, NY 10019
(212)581-4640
Joseph A. O'Hare, pub.
Joseph P. Parkes, adv. mgr.
**Political/Social issues; Religion**

**AMERICAN ART & ANTIQUES**
Billboard Publications
1515 Broadway
New York, NY 10036
(212)764-7300
Gerald S. Hobbs, pub.
Don Zanone, adv. mgr.
**Crafts/Hobbies**

**AMERICAN ARTIST**
Billboard Publications
1515 Broadway
New York, NY 10036
(212)764-7300
Gerald S. Hobbs, pub.
Ms. Roni L. Wald, adv. mgr.
**Crafts/Hobbies**

**AMERICAN BABY**
American Baby, Inc.
575 Lexington Ave.
New York, NY 10022
(212)752-0775
Alan Goldberg, pub.
Mark Levine, adv. mgr.
**Home/Family relations**

**THE AMERICAN BANKER**
525 W 42 St.
New York, NY 10036
(212)563-1900
Derick Otis Steinmann, chmn.
Robert J. Rodd, adv. mgr.
**Business**

**AMERICAN BUSINESS**
1775 Broadway
New York, NY 10019
(212)581-2000
Bill Levine, adv. mgr.
**Business**

**AMERICAN FIELD**
American Field Publishing Co., Inc.
222 W Adams St.
Chicago, IL 60606
(312)372-1383
W. F. Brown, pub.
R. R. Betley, adv. mgr.
**Camping/Outdoor living; Sports**

**AMERICAN FILM**
The American Film Institute
John F. Kennedy Center
Washington, DC 20566
(202)833-9300
Tod Herbers, pub.
Philip Nulman, adv. mgr.
**Entertainment**

**THE AMERICAN HANDGUNNER**
Publishers' Development Corp.
591 Camino Reina
Ste. 200
San Diego, CA 92108
(714)297-8520
George E. von Rosen, pub.
Nick Polcino, adv. dir.
**Camping/Outdoor living; Men's interests; Sports**

**AMERICAN HISTORY ILLUSTRATED**
Historical Times, Inc.
PO Box 1831
Harrisburg, PA 17105
(717)234-2676
Meade Detweiler, pub.
Vaughn E. Clark, adv. mgr.
**General editorial; Military**

**THE AMERICAN HUNTER**
National Rifle Assn.
1600 Rhode Island Ave. NW
Washington, DC 20036
(202)783-6505
David Crosby, adv. mgr.
**Camping/Outdoor living**

**AMERICAN LEGION MAGAZINE**
The American Legion
PO Box 1055
700 N Pennsylvania St.
Indianapolis, IN 46206
(317)635-8411
Bertram G. Davis, pub.
**Fraternal/Labor/Civic**

**AMERICAN MAP/INTERNATIONAL**
Guide Publishing Co.
900 Wilshire Blvd.
Ste. 612
Los Angeles, CA 90017
(213)625-1993
S. Monday Kondo, pub.
Robert S. Farnell, adv. mgr.
**Entertainment; Travel**

**AMERICAN MAP/LOS ANGELES (5/79)**
Guide Publishing Co.
900 Wilshire Blvd.
Ste. 612
Los Angeles, CA 90017
(213)625-1993
S. Monday Kondo, pub.
Robert S. Farnell, adv. mgr.
**City/State/Regional; Entertainment; Travel**

**AMERICAN MAP/SAN FRANCISCO (4/79)**
Guide Publishing Co.
209 Post Street
Ste. 1014
San Francisco, CA 94108
(213)625-1993
S. Monday Kondo, pub.
Robert S. Farnell, adv. mgr.
**City/State/Regional; Entertainment; Travel**

**AMERICAN MOTORCYCLIST**
American Motorcyclist Assn.
PO Box 141
Westerville, OH 43081
(614)891-2425
Dave Despain, pub.
Robert L. Lenk, adv. mgr.
**Automotive; Camping/Outdoor living; Sports**

**AMERICAN OPINION**
395 Concord Ave.
Belmont, MA 02178
(617)489-0600
Richard N. Ober, pub.
Parker Richards, adv. mgr.
**Political/Social issues**

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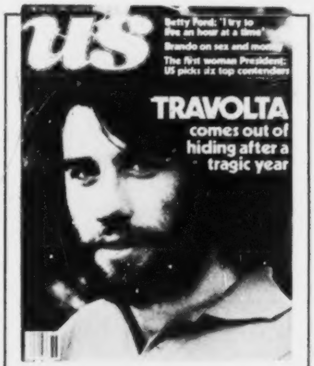
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Alan Bennett, pub.
Carol Smith, adv. dir.
**Photography**

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National Rifle Assn.
1600 Rhode Island Ave., NW
Washington, DC 20036
(202) 783-6505
David Crosby, adv. mgr.
**Camping/Outdoor living**

**AMERICAN ROSE MAGAZINE**
American Rose Society
PO Box 30,000
Shreveport, LA 71130
(318) 938-5403
Julie Quinn, adv. mgr.
**Home/Family relations**

**AMERICAN SHOTGUNNER**
Celebrity Sports, Inc.
PO Box 3351
Reno, NV 89505
(702) 329-2521
Bob Thruston, pub.
Kristin Colongeli, adv. dir.
**Camping/Outdoor living; Sports**

**AMERICAN SOCCER**
American Sports Magazines, Inc.
211 Culver Blvd.
Playa del Rey, CA 90291
(213) 822-0230
James L. Turner, pub., adv. dir.
**Sports; Youth**

**AMERICAN SQUAREDANCE**
Burdick Enterprises
PO Box 788
Sandusky, OH 44870
(419) 433-2188
Stan & Cathie Burdick, pub.
**Crafts/Hobbies; Entertainment**

**AMERICAN STAGE (9/79)**
American Stage Publishing Co.
1500 Broadway
New York, NY 10036
(212) 921-1450
Charles R. Lawliss, pub.
Thomas R. Rule, adv. dir.
**Entertainment**

**AMERICAN TEACHER**
American Federation of Teachers
11 Dupont Circle, NW
Washington, DC 20036
(202) 797-4400, NYC (212) 683-7905
Alex Smith, adv. mgr. (NYC)
**Home/Family relations**

**AMERICAN WAY**
American Airlines
633 Third Ave.
New York, NY 10017
(212) 826-9453
Hank Thunhorst, adv. mgr.
**Inflight**

**AMERICANA**
American Heritage Publishing Co., Inc.
10 Rockefeller Plaza
New York, NY 10020
(212) 399-8900
Tim Hill, pub.
Muriel O'Neil, adv. mgr.
**Home/Family relations; Travel**

**AMPERSAND**
Alan Weston Publishing, Inc.
1680 N Vine
Ste. 201
Hollywood, CA 90028
(213) 656-4787
Durand Achee, pub.
Jeffrey Dickey, adv. mgr.
**Entertainment; Youth**

**ANCHORAGE (2/79)**
Anchorage Magazine, Inc.
PO Box 8-9015
Mt. View, AK 99508
(907) 337-5502
Bill Gabella, pub.
Wes Van Loon, bus. mgr.
**City/State/Regional**

**ANTIQUE MONTHLY**
Boone, Inc.
PO Drawer 2
Tuscaloosa, AL 35401
(205) 345-0272
Gray D. Boone, pub.
Dennis Stanard, adv. dir.
**Crafts/Hobbies**

**THE ANTIQUE TRADER WEEKLY**
Babka Publishing Co.
PO Box 1050
Dubuque, IA 52001
(319) 588-2073
E. A. Babka, pub.
A. Cass, adv. mgr.
**Crafts/Hobbies**

**ANTIQUES JOURNAL**
Babka Publishing Co.
PO Box 1046
Dubuque, IA 52001
(319) 556-2536
E. A. Babka, pub.
Michael Wong, adv. mgr.
**Crafts/Hobbies**

**ANTIQUES WORLD**
Antiques News Associates
122 E 42 St.
New York, NY 10017
(212)599-6060
Milton Esterow, pub.
Joan Jacobs, adv. mgr.
**Crafts/Hobbies**

**THE AOPA PILOT**
Aircraft Owners & Pilots Assn.
PO Box 5800
Washington, DC 20014
(301)951-3940
John L. Baker, pub.
Harmon O. Pritchard, Jr., assoc. pub./adv. mgr.
**Flying**

**APARTMENT LIFE**
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Locust at 17 St.
Des Moines, IA 50336
(515)284-2011
Harry Myers, pub.
Robert S. Phelps, adv. mgr.
**Home/Family relations**

**APPALACHIA BULLETIN**
Appalachian Mountain Club
5 Joy St.
Boston, MA 02108
(617)523-0636
Arlyn Powell, pub.
William McBee, adv. dir.
**Camping/Outdoor living; Political/Social issues**

**APPALACHIA JOURNAL**
Appalachian Mountain Club
5 Joy St.
Boston, MA 02108
(617)523-0636
Arlyn Powell, pub.
William McBee, adv. dir.
**Camping/Outdoor living; Political/Social issues**

**ARABIAN HORSE WORLD**
Jay Shuler Co., Inc.
2650 E Bayshore Rd.
Palo Alto, CA 94303
(415)326-7350
Lucille Shuler, pub.
Jo White, adv. mgr.
**Horses**

**ARCHIE COMICS GROUP**
Archie Enterprises, Inc.
1114-16 First Ave.
New York, NY 10021
(212)421-9377
John L. Goldwater, pub.
Peter Hammond, adv. dir.
**Entertainment; Youth**

**ARCHITECTURAL DIGEST**
Knapp Communications Corp.
5900 Wilshire Blvd.
Los Angeles, CA 90036
(213)937-4740, NYC (212) 765-6250
John L. Decker, pub.
Betty M. Bartol (LA), adv. mgr.
George Oestreich (NYC), adv. dir.
**Home/Family relations**

**ARKANSAS TIMES**
Arkansas Writers' Project
1111 W Second St.
Little Rock, AR 72201
(501)375-2985
Alan Leveritt, pub.
Keith Weinstein, adv. mgr.
**City/State/Regional**

**ARMY TIMES**
Army Times Publishing Co.
475 School St., SW
Washington, DC 20024
(202)554-7100
Melvin Ryder, pub.
Joseph G. Varga, adv. dir.
**Military**

**ARMY TIMES MILITARY GROUP (4 TITLES)**
Army Times Publishing Co.
475 School St. SW
Washington, DC 20024
(202)554-7100
Melvin Ryder, pub.
Joseph G. Varga, adv. mgr.
**Military**

**ART HAPPENINGS OF HOUSTON**
PO Box 36202
Houston, TX 77036
(713)784-5560
James C. Myers, pub.
LaBella S. Kyle, adv. mgr.
**City/State/Regional; Crafts/Hobbies**

**ART IN AMERICA**
Whitney Communications Corp.
850 Third Ave.
New York, NY 10022
(212)593-2100
Paul Shanley, pub.
Jane Breschard, adv. dir.
**Entertainment; General editorial**

**ART/WORLD**
Arts Review, Inc.
1295 Madison Ave.
New York, NY 10028
(212)427-2897
Bruce Hooton, pub.
Sarah Hunnewell, adv. mgr.
**Crafts/Hobbies; Photography**

**ARTNEWS**
Artnews Assoc.
122 E 42 St.
New York, NY 10017
(212)599-6060
Milton Esterow, pub.
Carol Saper, adv. dir.
**Crafts/Hobbies**

**ARTS & ACTIVITIES**
Publishers' Development Corp.
591 Camino Reina
Ste. 200
San Diego, CA 92108
(714)297-8520
George E. von Rosen, pub.
Nick Polcino, adv. dir.
**Crafts/Hobbies; Home/Family relations**

**ARTS & LEISURE LOS ANGELES NETWORK (3 TITLES)**
Arts & Leisure Publications
950 Battery St.
San Francisco, CA 94111
(415)956-6262
Ron Hagen & Penelope McTaggart, pubs.
John Christian, adv. dir.
**Entertainment; Food/Home entertainment**

**ARTS & LEISURE SAN FRANCISCO NETWORK (4 TITLES)**
Arts & Leisure Publications
950 Battery St.
San Francisco, CA 94111
(415)956-6262
Ron Hagen & Penelope McTaggart, pubs.
John Christian, adv. dir.
**Entertainment; Food/Home entertainment**

**THE ASIA MAIL**
Potomac-Asia Communications
PO Box 1044
Alexandria, VA 22313
(703)548-2881
Edward Neilan, pub.
Joan M. Stapleton, adv. mgr.
**News; Political/Social issues**

**ASTRONOMY**
Astromedia Corp.
411 E Mason St.
Milwaukee, WI 53202
(414)276-2689
Robert Maas, pres.
Robert Schmall, adv. mgr.
**Mechanics/Science/Electronics**

**ATHLETIC JOURNAL**
Athletic Journal Publishing Co.
1719 Howard St.
Evanston, IL 60202
(312)328-8545
John L. Griffith, pub., adv. mgr.
**Sports**

**ATLANTA JOURNAL & CONSTITUTION MAGAZINE**
Atlanta Newspapers
PO Box 4689
Atlanta, GA 30302
(404)572-5191
Jack Tarver, pub.
Ferguson Rood, adv. dir.
**City/State/Regional; General editorial; Newspaper distributed magazines**

**ATLANTA MAGAZINE**
6285 Barfield Rd.
Atlanta, GA 30328
(404)256-9800
Joseph Shore, pub.
Tom Casey, adv. dir.
**City/State/Regional**

**ATLANTIC CITY MAGAZINE**
Menus International
101 S Swarthmore Ave.
Ventnor, NJ 08406
(609)823-0252
Frances F. Freedman, pub.
**City/State/Regional; Entertainment; General editorial**

**THE ATLANTIC MONTHLY**
Harper/Atlantic Sales, Inc.
420 Lexington Ave.
New York, NY 10017
(212)687-2424
Garth Hite, pub.
G. Thomas Grenier, adv. mgr.
**General editorial**

**ATLAS WORLD PRESS REVIEW**
The Stanley Foundation
230 Park Ave.
New York, NY 10017
(212)697-6162
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Dick Gregory, adv. mgr.
**Crafts/Hobbies; Mechanics/Science/Electronics; Men's interests**

**CB RADIO/S9**
Cowan Publishing
14 Vanderventer
Port Washington, NY
(516)883-6200
Richard Cowan, pub.
Herb Pressman, adv. dir.
**Mechanics/Science/Electronics**

**CB TIMES**
Charlton Publications
Charlton Bldg.
Derby, CT 06418
(203)735-3381
Anthony Torcello, adv. prod. mgr.
Joseph Sokol, adv. dir.
**Mechanics/Science/Electronics**

**CB YEARBOOK**
Davis Publications, Inc.
380 Lexington Ave.
New York, NY 10017
(212)557-9100
Joel Davis, pub.
Ralph Vega, adv. mgr.
**Crafts/Hobbies; Mechanics/Science/Electronics**

**CENTRAL FLORIDA SCENE**
Central Scene Publications
720 W Vassar St.
Orlando, FL 32804
(305)843-6274
Nancy N. Glick, pub.
Paul M. Sullivan, adv. mgr.
**City/State/Regional**

**CERAMICS MONTHLY**
Professional Publications
1609 Northwest Blvd.
Columbus, OH 43212
(614)488-8236
Spencer L. Davis, pub.
Connie Belcher, adv. mgr.
**Crafts/Hobbies**

**CHARLOTTE MAGAZINE**
Community Publishing Co.
PO Box 240843
Charlotte, NC 28224
(704)588-2120
George Morgan, pub.
Clayton Love, sales mgr.
**City/State/Regional**

**CHESAPEAKE BAY MAGAZINE**
130 Severn Ave.
Annapolis, MD 21403
(301)263-2662
R. J. Royer, pub.
**Boating; City/State/Regional**

**CHIC MAGAZINE**
Larry Flynt Publications
2029 Century Park E. #3800
Los Angeles, CA 90067
(213)556-9200, (800) 421-4346
Larry Flynt, pub.
Mary Buyze, vice pres./adv.
**Men's interests**

**CHICAGO**
WFMT, Inc.
500 N Michigan Ave.
Chicago, IL 60611
(312)751-7145, NYC (212) 797-1320
Raymond Nordstrand, pub.
Owen Deutsch, adv. dir.
**City/State/Regional**

**CHICAGO ELEGANCE (12/79)**
American Press Media Assn., Inc.
7001 N Clark St.
Chicago, IL 60626
(312)338-7600
Tom McNulty, adv. sales mgr.
**Entertainment; Travel**

**CHICAGO SUN-TIMES' CHICAGO STYLE**
Field Enterprises
601 N Wabash Ave.
Chicago, IL 60601
(312)321-3000
Marshall Field, pub.
John Andersen, Dan O'Day, adv. mgrs.
**Newspaper distributed magazines**

**CHICAGO TRIBUNE MAGAZINE**
Chicago Tribune
435 N Michigan Ave.
Chicago, IL 60611
(312)222-3232
S. R. Cook, pub.
George Van Wagner, adv. dir.
**Newspaper distributed magazines**

**CHICAGO TRIBUNE TV WEEK**
Chicago Tribune
435 N Michigan Ave.
Chicago, IL 60611
(312)222-3232
S. R. Cook, pub.
George Van Wagner, adv. dir.
**Newspaper distributed magazines**

**CHICAGO'S ELITE**
American Press Media Assn., Inc.
7001 N Clark
Chicago, IL 60626
(312)338-7600
Andrew Molchanov, pub.
Tom McNulty, adv. dir.
**Beauty/Fashion; City/State/Regional; Entertainment**

**CHIEF EXECUTIVE**
645 Fifth Ave.
New York, NY 10022
(212)826-2100
Charles Gaylord, Jr., pub.
Bill O'Brien, adv. mgr.
**Business**

**THE CHRISTIAN CENTURY**
Christian Century Foundation
407 S Dearborn St.
Chicago, IL 60605
(312)427-5380
Kathleen Wind, adv. dir.
**Religion**

**CHRISTIAN HERALD**
Christian Herald Assn.
40 Overlook Dr.
Chappaqua, NY 10514
(914)769-9000
Fenwick D. Loomer, pub
Robert Metcalfe, asst. adv. mgr.
**Home/Family relations; Religion**

**CHRISTIAN LIFE**
Christian Life, Inc.
Gundersen Dr. & Schmale Rd.
Wheaton, IL 60187
(312)653-4200
Robert Walker, pub.
Gordon P. Molsen, adv. mgr.
**Religion**

**THE CHRISTIAN MINISTRY**
Christian Century Foundation
407 S Dearborn St.
Chicago, IL 60605
(312)427-5380
Kathleen Wind, adv. mgr.
**Religion**

**THE CHRISTIAN SCIENCE MONITOR**
Christian Science Pub. Society
1 Norway St.
Boston, MA 02115
(617)262-2300
Clayton C. Westland, adv. dir.
**General editorial; News**

**CHRISTIANITY TODAY**
Christianity Today, Inc.
465 Gundersen Dr.
Carol Stream, IL 60187
(312)682-3020
Harold Myra, pub.
Roy Coffman, adv. mgr.
**Religion**

**CHRISTMAS IDEAS & ANSWERS**
Lane Publishing Co.
80 Willow Rd.
Menlo Park, CA 94025
(415)321-5600
L. W. Lane, Jr., pub.
Richard T. Bristol, adv. dir.
**Food/Home entertainment**

**THE CHRONICLE OF THE HORSE**
PO Box 46
Middleburg, VA 22117
(703)687-6341
Peter Winants, pub.
Nancy Lee Comer, adv. mgr.
**Horses**

**THE CHURCH HERALD**
Reformed Church in America
1324 Lake Dr., SE
Grand Rapids, MI 49596
(616)458-5156
LeRoy Koopman, adv. mgr.
**Religion**

**THE CINCINNATI MAGAZINE**
20 W Fifth St.
Cincinnati, OH 45202
(513)721-3300
David P. Ferriss, pub.
Steve Cooper, adv. dir.
**City/State/Regional**

**CINCINNATI QUEEN CITY MAGAZINE (5/79)**
Cincinnati Monthly Publishing Corp.
355 Carew Tower
Cincinnati, OH 45202
(614)464-4567
Max S. Brown, pub.
Marge Busener, adv. mgr.
**City/State/Regional**

**CIRCUS WEEKLY**
15 E 57 St.
New York, NY 10022
(212)832-1626
Ed Walker, pub.
Dennis Page, adv. dir.
**Entertainment**

**CITY**
City Magazine Publishers, Inc.
Ste. 636
20 W 9
Kansas City, MO 64105
(816)474-4445
Joyce A. Wagner, pub.
Sheila Patterson, adv. sales
Mark Tindle, adv. sales
**City/State/Regional**

**CIVIL WAR TIMES ILLUSTRATED**
Historical Times, Inc.
PO Box 1831
Harrisburg, PA 17105
(717)234-2676
Leroy E. Smith, pub.
Vaughn E. Clark, adv. mgr.
**General editorial; Military**

**CLASSIC**
Classic Partners, Inc.
551 5 Ave.
New York, NY 10017
(212)661-2300
E. Barry Ryan, pub.
David B. Metz, adv. dir.
**Horses; Society; Sports**

**CLEVELAND**
Cleveland Magazine Co.
1621 Euclid Ave.
Cleveland, OH 44115
(216)771-2833
Lute Harmon, pub.
Peggy Garson, adv. mgr.
**City/State/Regional**

**CLEVELAND PLAIN DEALER'S SUNDAY MAGAZINE**
Plain Dealer Publishing Co.
1801 Superior Ave.
Cleveland, OH 44114
(216)344-4300
Alan Dant, adv. dir.
**General editorial; News; Newspaper distributed magazines**

**CLUB LIVING**
Club Living, Inc.
250 Station Plaza
Hartsdale, NY 10530
(914)472-9191
Diana D. H. Lyons, pub.
Nancy Schiller, adv. mgr.
**Society**

**CLUBWOMAN**
General Federation of Women's Clubs
1734 N Street, NW
Washington, DC 20036
(202)347-3168
Thomas W. Holdsworth, adv. mgr.
**Fraternal/Labor/Civic**

**CO-ED**
Scholastic Magazines, Inc.
50 W 44 St.
New York, NY 10036
(212)867-7700
Carolyn Bishop, pub.
Robert E. Schuler, adv. dir.
**Youth**

**COIN PRICES**
Krause Publications
700 E State St.
Iola, WI 54945
(715)445-2214
Cliff Mishler, pub.
Joe Jones, adv. dir.
**Crafts/Hobbies**

**COIN WORLD**
Amos Press, Inc.
PO Box 150
Sidney, OH 45367
(513)492-4141
John Amos, pub.
Tom Ehler, adv. mgr.
**Crafts/Hobbies**

**COINS MAGAZINE**
Krause Publications
700 E State St.
Iola, WI 54945
(715)445-2214
Cliff Mishler, pub.
Joe Jones, adv. dir.
**Crafts/Hobbies**

**THE COLLEGE GAME**
Spencer Marketing Services
370 Lexington Ave.
New York, NY 10017
(212)679-1060
Charlie Gibbes, adv. dir.
**Sports**

**COLORADO/BUSINESS**
Titsch Publishing, Inc.
1139 Delaware Plaza
Denver, CO 80204
(303)573-1433
Dennis Zink, pub.
Bill Parker, adv. dir.
**Business; City/State/Regional**

**COLUMBIA**
The Knights of Columbus
810 E 36 St.
New York, NY 10016
(212)683-8600
Elmer Von Feldt, pub.
**Fraternal/Labor/Civic**

**COLUMBUS MONTHLY**
Columbus Monthly Publishing Corp.
171 E Livingston Ave.
Columbus, OH 43215
(614)464-4567
Max S. Brown, pub., adv. mgr.
**City/State/Regional**

**COMMENTARY**
American Jewish Committee
165 E 56 St.
New York, NY 10022
(212)751-4000
Norman Podhoretz, pub.
Bruce Lodi, adv. dir.
**General editorial; Political/Social issues**

**COMMODITIES**
Communications Consultants
219 Parkade
Cedar Falls, IA 50613
(319)277-6341
Merrill Oster, pub.
Gerald Becker, adv. dir.
**Business**

**COMMONWEALTH, THE MAGAZINE OF VIRGINIA**
Virginia State Chamber of Commerce
611 E Franklin St.
Richmond, VA 23219
(804)643-7491
Richard S. Gillis, pub.
Mark E. Dubowski, adv. mgr.
**City/State/Regional**

**THE COMMONWEAL**
232 Madison Ave.
New York, NY 10016
(212)683-2042
Edward S. Skillin, pub.
Ruth Taylor, adv. mgr.
**Political/Social issues**

**COMMUNICATIONS WORLD**
Davis Publications, Inc.
380 Lexington Ave.
New York, NY 10017
(212)557-9100
Joel Davis, pub.
Ralph Vega, adv. mgr.
**Mechanics/Science/Electronics**

**THE COMPLETE BUYER'S GUIDE TO STEREO/HI FI EQUIPMENT**
Service Communications, Ltd.
50 Rockefeller Plaza
New York, NY 10020
(212)586-6030
Joyce K. Fuchs, pub.
Doreen M. Shelley, adv. mgr.
**Food/Home entertainment; Mechanics/Science/Electronics**

**COMPLETE WOMEN'S GROUP (4 TITLES)**
Rolat Publishing Corp.
667 Madison Ave.
New York, NY 10021
(212)838-0720
Noah Sarlat, pub.
Jesse Rosen, adv. mgr.
**Romance/Fan**

**CONDE NAST PACKAGE (5 TITLES)**
The Conde Nast Publications, Inc.
350 Madison Ave.
New York, NY 10017
(212)880-8800
Neil Jacobs, adv. mgr.
**Beauty/Fashion; Home/Family relations; Women's service**

**CONNECTICUT MAGAZINE**
831 Black Rock Turnpike
Fairfield, CT 06430
(203)576-8978
P. Scheyhing, pub.
Leigh Doorly, adv. dir.
**City/State/Regional**

**CONSERVATIVE DIGEST**
Viguerie Communications
7777 Leesburg Pike
Falls Church, VA 22043
(703)893-1411
Richard A. Viguerie, pub.
Anne C. Aiello, adv. dir.
**News; Political/Social issues**

**CONSUMER LIFE**
Unity Buying Service
1999 Shepard Rd.
St. Paul, MN 55116
(612)647-7238
Peter Muzzy, pub.
Gene Andersen, adv. dir.
**General editorial; Home/Family relations**

**CONTEMPORARY KEYBOARD**
GPI Publications
Box 615
Saratoga, CA 95070
(408)446-1105
Jim Crockett, pub.
Jerry Martin, adv. mgr.
**Entertainment**

**CONTINENTAL FLIGHTIME**
East/West Network, Inc.
488 Madison Ave.
New York, NY 10022
(212)937-5810
Jeffrey S. Butler, pub.
John F. Dunn, adv. mgr.
**Inflight**

**COSMOPOLITAN**
The Hearst Corp.
224 W 57 St.
New York, NY 10019
(212)262-7417
Louis E. Porterfield, pub.
William T. Hunt, adv. dir.
**Beauty/Fashion; General editorial; Women's service**

**COSMOPOLITAN'S BEAUTY GUIDE**
The Hearst Corp.
224 W 57 St.
New York, NY 10019
(212)262-6802
Roger A. Barnett, pub.
Mary Ann Vecchione, adv. coordinator
**Beauty/Fashion; Women's service**

**COSMOPOLITAN'S SUPER DIET & EXERCISE GUIDE**
The Hearst Corp.
224 W 57 St.
New York, NY 10019
(212)262-6802
Roger A. Barnett, pub.
Mary Ann Vecchione, adv. coordinator
**Beauty/Fashion; Women's service**

**THE COUNTRY GENTLEMAN**
The Curtis Publishing Co.
1100 Waterway Blvd.
Indianapolis, IN 46202
(317)634-1100
Dr. Cory Ser Vaas, pub.
Don Sutton, mktg. dir.
**Home/Family relations; Men's interests; Rural living**

**COUNTRY JOURNAL, BLAIR & KETCHUM'S**
Country Journal Publishing Co.
Main St.
Brattleboro, VT 05301
(802)257-1321
William S. Blair, pub.
Steve Lembke, adv. mgr.
**Home/Family relations; Rural living**

**COUNTRY MUSIC**
KBO Publishers
475 Park Ave. S
New York, NY 10016
(212)685-8200
John H. Killion, pub.
James Chapman, adv. dir.
**Entertainment**

**COUNTRY SONG ROUNDUP**
Charlton Publications
Charlton Bldg.
Derby, CT 06418
(203)735-3381
Joseph Sokol, adv. mgr.
**Entertainment**

**COUNTRYSTYLE**
CountryStyle Publication Co., Inc.
11058 W Addison
Franklin Park, IL 60131
(312)455-7178
Vince Sorren, pub.
Nancy Francione, adv. dir.
**Entertainment**

**COUNTY LIFE**
Lifestyle Publications, Inc.
3602 Kutztown Rd.
Laureldale
Reading, PA 19605
(215)921-2014
D. Patrick Hornberger, pub., adv. dir.
**City/State/Regional**

**CRAFTS 'N THINGS**
Clapper Publishing Co.
14 Main St.
Park Ridge, IL 60068
(312)825-2161
Lyle N. Clapper, pub.
Miriam McGrath, adv. mgr.
**Crafts/Hobbies**

**CRAFTS MAGAZINE**
PJS Publications, Inc.
New Plaza
PO Box 1790
Peoria, IL 61656
(309)682-6626
Jerry R. Constantino, pub.
Art Setterlund, adv. mgr.
**Crafts/Hobbies**

**CREATIVE COMPUTING**
Creative Computing
PO Box 789-M
Morristown, NJ 07960
(201)540-0445
David H. Ahl, pub.
Marcia Wood, adv. mgr.
**Mechanics/Science/Electronics**

**THE CRISIS**
NAACP
1790 Broadway
New York, NY 10019
(212)245-2100
Warren Marr, II, editor
**Political/Social issues**

**CRUISES & TOURS EVERYWHERE**
Cruises & Tours, Inc.
250 W 57 St.
New York, NY 10019
(212)265-3257
Stephen H. Jackness, pub.
**Travel**

**CRUISING WORLD**
Cruising World Publications, Inc.
524 Thames St.
Newport, RI 02840
(401)847-1588
Murray Davis, pub.
Jock West, adv. dir.
**Boating**

**CUE NEW YORK**
North American Publishing Co.
545 Madison Ave.
New York, NY 10022
(212)371-7070
Stephen Blacker, pub.
Kenneth Marks, adv. mgr.
**City/State/Regional; Entertainment**

**CUISINE**
Cuisine Magazine, Inc.
420 Lexington Ave.
New York, NY 10017
(212)867-8320
James Bartlett III, pub.
Charles D. Colletti, adv. mgr.
**Food/Home entertainment**

**CYCLE**
Ziff-Davis Publishing Co.
One Park Ave.
New York, NY 10016
(212)725-3500, LA (213) 273-8050
P. Thomas Sargent, pub.
John C. Kohr, nat'l. adv. dir.
**Automotive**

**CYCLE BUYERS GUIDE**
Ziff-Davis Publishing Co.
One Park Ave.
New York, NY 10016
(212)725-3500, LA (213) 273-8050
P. Thomas Sargent, pub.
John C. Kohr, nat'l. adv. dir.
**Automotive**

**CYCLE NEWS**
Cycle News, Inc.
2201 Cherry Ave.
Long Beach, CA 90806
(213)636-8844
Sharon Clayton, pub.
Tom Culp, adv. mgr.
**Automotive**

**CYCLE WORLD**
CBS Publications
1499 Monrovia
Newport Beach, CA 92663
(714)646-4451
Richard A. Bartkus, pub.
Brian Van Mols, adv. mgr.
**Automotive**

## D

**D C COMICS**
Warner Communications
355 Lexington Ave.
New York, NY 10017
(212)391-1400
Bernie Slotnick, adv. dir.
**Youth**

**D MAGAZINE**
Dallas Southwest Media
1925 San Jacinto
Dallas, TX 75201
(214)748-9166
Wick Allison, pub.
Bernie Kraft, adv. mgr.
**City/State/Regional**

**D.A.C. NEWS**
Detroit Athletic Club
241 Madison Ave.
Detroit, MI 48226
(313)963-5993
John H. Worthington, pub.
Granville C. Ryan, adv. mgr.
**General editorial; Men's interests**

**DAISY**
Girl Scouts U.S.A.
830 Third Ave.
New York, NY 10022
(212)751-6900
John J. Frey, pub., adv. mgr.
**Youth**

**DALLAS MAGAZINE**
Dallas Chamber of Commerce
1507 Pacific Ave.
Dallas, TX 75201
(214)651-1020
Susan Sanders, pub.
Roslyn Dawson, adv. mgr.
**City/State/Regional**

**DALLAS MORNING NEWS' SCENE MAGAZINE**
The Dallas Morning News
Communications Center
Dallas, TX 75265
(214)745-8560
Joe M. Dealey, pub.
Harry M. Stanley, Jr., adv. dir.
**Newspaper distributed magazines**

**DALLAS TIMES HERALD'S SUNDAY MAGAZINE**
Times Herald Printing Co.
1101 Pacific Ave.
Dallas, TX 75202
(214)744-6335
Lee J. Guittar, pub.
John Wolf, adv. dir.
**Entertainment; General editorial; Newspaper distributed magazines**

**DALLAS-FT. WORTH BUSINESS JOURNAL**
11300 N Central Expwy. Ste. 417
Dallas, TX 75243
(214)692-5846
Thomas Allen, pub.
Joe D. Clegg, adv. dir.
**Business; City/State/Regional**

**DALLAS-FT. WORTH BUSINESS QUARTERLY**
11300 N Central Expwy. Ste. 417
Dallas, TX 75243
(214)692-5846
Thomas Allen, pub.
Joe D. Clegg, adv. dir.
**Business; City/State/Regional**

**DALLAS-FT. WORTH HOME/GARDEN**
City Publishing Co.
2930 Turtle Creek Plaza
Dallas, TX 75219
(214)522-1320
Thomas W. Ferguson, pub.
Sandra Marr, adv. mgr.
**City/State/Regional; Food/Home entertainment; Home/Family relations**

**DALLAS/FORT WORTH LIVING**
Baker Publications, Inc.
3003 LBJ Freeway
Ste. 201
Dallas, TX 75234
(214)241-7094
C. Don Baker, pub.
T. E. Beaird, adv. dir.
**City/State/Regional; Entertainment; Home/Family relations**

**DARKROOM PHOTOGRAPHY (3/79)**
Sheptow Publishing
3129 Fillmore St.
San Francisco, CA 94118
(415)563-4630
Paul Sheptow, pub.
Mindy Ryan, adv. mgr.
**Photography**

**DAYTON, USA**
Chamber of Commerce
1980 Winter Bank Tower
Dayton, OH 45423
(513)226-1444
Kathleen Turner, adv. mgr.
**City/State/Regional**

**DECORATING & CRAFT IDEAS**
Southern Living, Inc.
400 Office Park Dr.
Ste. 105
Birmingham, AL 35209
(205)870-4440
Emory O. Cunningham, pub.
Jim De Vira, adv. mgr.
**Crafts/Hobbies**

**DELAWARE TODAY**
Delaware Today, Inc.
2401 Pennsylvania Ave.
Wilmington, DE 19806
(302)655-1571
Leonard Quinn, pub.
Jack Doyle, adv. dir.
**City/State/Regional**

**DELAWARE VALLEY BUSINESS MAGAZINE**
Walnut Grove Publishing, Inc.
611 Delsea Dr.
Westville, NJ 08093
(609)845-4522
Lynn Mace Gonzalez, pub.
Frank White, adv. dir.
**Business; City/State/Regional**

**DELTA SKY**
Halsey Publishing Co.
99 NW 183 St., Ste. 131
Miami, FL 33169
(305)653-1723
Seymour Gerber, pub.
Hal Winter, adv. mgr.
**Inflight**

**DENVER LIVING**
Baker Publications, Inc.
3545 S Tamarac
Ste. 150
Denver, CO 80237
(303)770-6203
C. Don Baker, pub.
B. B. Baker, adv. dir.
**City/State/Regional; Entertainment; Home/Family relations**

**THE DENVER MAGAZINE**
L. F. Denver, Inc.
2865 S Colorado Blvd.
Denver, CO 80222
(303)758-4600
Bruce E. Berends, pub.
Douglas Wayland, adv. mgr.
**City/State/Regional**

**DENVER MONTHLY**
1763 Williams St.
Denver, CO 80218
(303)399-5931
John Hoffman, pub.
**City/State/Regional; Entertainment**

**DETROIT FREE PRESS' DETROIT MAGAZINE**
Detroit Free Press
321 W Lafayette
Detroit, MI 48200
(313)222-6550
Lee Hills, pub.
Bill Wundram, adv. mgr.
**Newspaper distributed magazines**

**DETROIT NEWS MAGAZINE**
The Detroit News
615 Lafayette Blvd.
Detroit, MI 48231
(313)222-2332
Peter B. Clark, pub
Norman R. Young, adv. dir.
**City/State/Regional; General editorial; Newspaper distributed magazines**

**DISCOWORLD MAGAZINE**
Transamerican Publishing, Ltd.
352 Park Ave. S 9 Fl.
New York, NY 10010
(212)686-1636
Yigal A. Bash, pub.
Sonny Cruz, adv. mgr.
**Entertainment**

**DIVERSION**
Diversion Communications
60 E 42 St.
New York, NY 10017
(212)682-3710
Gil Chapman, pub.
Edward McGlynn, adv. mgr.
**Men's interests; Travel**

**DOG FANCY**
Fancy Publications, Inc.
8322 Beverly Blvd #302
Los Angeles, CA 90048
(213)655-9775
Norman Ridker, pub., adv. mgr.
**Home/Family relations**

**DOG WORLD**
Judy-Berner Publishing Co.
10060 W Roosevelt Rd.
Westchester, IL 60153
(312)681-4664
George Berner, pub.
Susan Stalioraitis, adv. mgr.
**Business; Crafts/Hobbies; Home/Family relations**

**DOWN BEAT**
Maher Publications
222 W. Adams St.
Chicago, IL 60606
(312)346-7811
Charles Suber, pub.
**Entertainment**

**DOWN BEAT/MUSIC HANDBOOK**
Maher Publications
222 W. Adams St.
Chicago, IL 60606
(312)346-7811
Charles Suber, pub.
**Entertainment**

**DOWN EAST**
Down East Enterprise, Inc.
PO Box 679
Camden, ME 04843
(207)594-9544
H. Allen Fernald, pub.
James Povec, adv. dir.
**City/State/Regional; General editorial; Travel**

**THE DRAMA REVIEW**
NYU/School of the Arts
51 W 4 St.
New York, NY 10012
(212)598-2597
Tina Margolis, adv. mgr.
**Entertainment**

**DUN'S REVIEW**
Dun & Bradstreet Publ., Inc.
666 Fifth Ave.
New York, NY 10019
(212)489-2200
Robert A. Potts, pub.
**Business**

## E

**EAGLE & SWAN**
Port Royal Communications Network
515 Madison Ave.
New York, NY 10022
(212)593-2223, 697-8185(adv)
Jonathan Blount, pub.
Warren Bradbury, adv. mgr.
**Military**

**EARLY AMERICAN LIFE**
Early American Society
PO Box 1831
Harrisburg, PA 17105
(717)234-2676
Robert G. Miner, pub.
Vaughn E. Clark, adv. mgr.
**Crafts/Hobbies; General editorial; Home/Family relations**

**EAST WEST JOURNAL**
233 Harvard St.
Brookline, MA 02146
(617)738-1760
Leonard Jacobs, pub.
Samuel Weiss, adv. mgr.
**Home/Family relations; Political/Social issues**

**EAST/WEST NETWORK, INC.**
East/West Network, Inc.
488 Madison Ave.
New York, NY 10022
(212)937-5810
Jeffrey S. Butler, pub.
John F. Dunn, adv. mgr.
**Inflight**

**EASTERN REVIEW**
East/West Network, Inc.
488 Madison Ave.
New York, NY 10022
(212)937-5810
Jeffrey S. Butler, pub.
John F. Dunn, adv. mgr.
**Inflight**

**EASYRIDERS**
Paisano Publishing, Inc.
PO Box 52
Malibu, CA 90265
(213)880-4240, NYC (212) 697-4339
Lou Kimzey, pub.
J. Walker Scott, adv. dir.
**Automotive**

**EBONY**
Johnson Publishing Co.
820 S. Michigan Ave.
Chicago, IL 60605
(312)786-7600, NYC (212) 586-2911
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Gerald S. Wroe, v.p. & adv. mgr.
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Tony Impavido, adv. mgr.
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**Camping/Outdoor living; Men's interests; Sports**

### H

**HOLIDAY COOKING AND ENTERTAINING IDEAS — B H & G**
Meredith Corp.
Locust at 17
Des Moines, IA 50336
(515)284-2183, NYC (212) 557-6600
Adolph Auerbacher (NYC), pub.
Jerry Kaplan (NYC), adv. dir.
**Food/Home entertainment**

**HADASSAH MAGAZINE**
Hadassah, the Women's Zionist Org. of America
50 W 58 St.
New York, NY 10019
(212)355-7900
Jesse Zel Lurie, adv. mgr.
**Home/Family relations**

**HAM RADIO HORIZONS**
Communications Technology, Inc.
Greenville, NH 03048
(603)878-1441
T. H. Tenney, Jr., pub.
Fred Moller, Jr., adv. dir.
**Crafts/Hobbies; Mechanics/Science/Electronics; Men's interests**

**HAM RADIO MAGAZINE**
Communications Technology, Inc.
Greenville, NH 03048
(603)878-1441
T. H. Tenney, Jr., pub.
Fred Moller, Jr., adv. dir.
**Crafts/Hobbies; Mechanics/Science/Electronics; Men's interests**

**HAMPTON LIFE**
Hampton Life, Inc.
149 Hampton Rd.
Southampton, NY 11968
(516)283-2360
Andrew Boracci, pub., adv. dir.
**City/State/Regional**

**THE HAPPY WANDERER**
7842 N Lincoln
Skokie, IL 60077
(312)676-1900
Joel Wineberg, pub., adv. mgr.
**Travel**

**HARPER'S BAZAAR**
The Hearst Corp.
717 Fifth Ave.
New York, NY 10022
(212)935-5900
Martin Schrader, pub.
Richard Sarno, adv. mgr.
**Beauty/Fashion**

**HARPER'S MAGAZINE**
Harper/Atlantic Sales, Inc.
420 Lexington Ave.
New York, NY 10017
(212)687-2424
James Alcott, pub.
G. Thomas Grenier, adv. mgr.
**General editorial**

**HARPER'S/ATLANTIC**
Harper/Atlantic Sales, Inc.
420 Lexington Ave.
New York, NY 10017
(212)687-2424
James Alcott, Garth Hite, pubs.
G. Thomas Grenier, adv. mgr.
**General editorial**

**HARVARD BUSINESS REVIEW**
Soldiers Field
Boston, MA 02163
(617)495-6182, NYC (212) 972-0740
Ralph Lewis, pub.
Ernest Frawley, adv. mgr.
**Business**

**HARVARD MAGAZINE (CYCLE A)**
Harvard University
Wadsworth House
1341 Massachusetts Ave.
Cambridge, MA 02138
(617)495-5746
Robert A. Rotner, pub.
Edward T. Sullivan, adv. mgr.
**General editorial**

**HARVARD MAGAZINE (CYCLE B)**
Harvard University
Wadsworth House
1341 Massachusetts Ave.
Cambridge, MA 02138
(617)495-5746
Robert A. Rotner, pub.
Edward T. Sullivan, adv. dir.
**General editorial**

**HARVEY COMICS GROUP (40 TITLES)**
Harvey Comics Group, Inc.
15 Columbus Circle
New York, NY 10023
(212)582-2244
Alfred Harvey, pub.
Evelyn Johnson, adv. mgr.
**Youth**

**HEALTH HANDBOOK**
Beauty Handbook Publishing Corp.
420 Lexington Ave.
New York, NY 10017
(212)687-7344
John McAuliffe, pub.
Valerie Wittstein, adv. dir.
**Beauty/Fashion; Women's service**

**THE HEARST CORPORATE BUY (7 TITLES)**
224 W 57 St.
New York, NY 10019
(212)262-3350
Judd Vear, vp, dir. corp. adv. sales

**HI-FI STEREO BUYER'S GUIDE**
Davis Publications, Inc.
380 Lexington Ave.
New York, NY 10017
(212)557-9100
Joel Davis, pub.
E. M. Lassus, adv. mgr.
**Food/Home entertainment; Mechanics/Science/Electronics**

**HIGH FIDELITY**
ABC Leisure Magazines, Inc.
The Publishing House
Great Barrington, MA 01230
(413)528-1300
Warren B. Syer, pub.
Robert J. Ur, adv. dir.
**Crafts/Hobbies; Entertainment**

**HIGH FIDELITY'S BUYING GUIDE TO SPEAKER SYSTEMS**
ABC Leisure Magazines, Inc.
The Publishing House
Gt. Barrington, MA 01230
(413)528-1300
Warren B. Syer, pub.
Robert J. Ur, adv. dir.
**Mechanics/Science/Electronics; Men's interests**

**HIGH FIDELITY'S BUYING GUIDE TO TAPE SYSTEMS**
ABC Leisure Magazines, Inc.
The Publishing House
Gt. Barrington, MA 01230
(413)528-1300
Warren B. Syer, pub.
Robert J. Ur, adv. dir.
**Entertainment; Mechanics/Science/Electronics**

**HIGH FIDELITY'S TEST REPORTS**
ABC Leisure Magazines, Inc.
The Publishing House
Gt. Barrington, MA 01230
(413)528-1300
Warren B. Syer, pub.
Robert J. Ur, adv. dir.
**Mechanics/Science/Electronics; Men's interests**

**HOCKEY DIGEST**
Century Publishing Co.
1020 Church St.
Evanston, IL 60201
(312)491-6440
Norman Jacobs, pub., adv. mgr.
**Sports**

**THE HOCKEY NEWS**
Whitney Communications Corp.
850 Third Ave.
New York, NY 10022
(212)593-2100
Ken McKenzie (Montreal), pub.
Tom Murray (NYC), asst. pub.
**Sports**

**HOCKEY PICTORIAL**
Whitney Communications Corp.
850 Third Ave.
New York, NY 10022
(212)593-2100
Ken McKenzie (Montreal), pub.
Tom Murray (NYC), editor
**Sports**

**HOLLY HOBBIE'S HOME TIMES (9/79)**
Charter Concepts, Inc.
641 Lexington Ave.
New York, NY 10022
(212)935-4100, 983-8990
Anne Sutherland, pub.
Doris Corless, adv. mgr.
**Home/Family relations; Women's service**

**HOME ENERGY DIGEST/WOOD BURNING QUARTERLY**
Home Energy Digest/Wood Burning Quarterly
8009 34 Ave. S #936
Minneapolis, MN 55420
(612)854-0287
James R. Cook, pub.
Jane A. Svinicki
adv. mgr.
**Mechanics/Science/Electronics**

**THE HOMEMAKER**
Dakota-North Plains Corp.
PO Box 1830
Aberdeen, SD 57401
(605)225-5170
Donavon D. Evasbenko, adv. mgr.
**Women's service**

**HOMEOWNER'S HOW TO**
Times Mirror Magazines, Inc.
380 Madison Ave.
New York, NY 10017
(212)687-3000
F. X. Wilkinson, pub.
George Fields, adv. mgr.
**Home/Family relations**

**HORIZON**
Horizon Publishers, Inc.
PO Drawer 30
Tuscaloosa, AL 35401
(205)345-0272
Gray D. Boone, pub.
Dennis M. Stanard, adv. mgr.
**Entertainment**

**HORSE LOVER'S NATIONAL MAGAZINE**
PO Box 3003
Menlo Park, CA 94025
(415)328-7182
Robert L. Laird, pub.
Nanette Meek, man. editor
**Horses; Sports**

**HORSE PLAY**
HPM, Inc.
443 N Frederick Ave.
Gaithersburg, MD 20760
(301)840-1866
John M. Raaf, pub.
Carol Shiro, adv. mgr.
**Horses; Sports**

**HORSE, OF COURSE**
Derbyshire Publishing
Derbyshire La.
Temple, NH 03084
(603)654-6126
R. A. Greene, D.V.M., pub.
David Anderson, adv. mgr.
**Horses**

**THE HORSETRADER**
The Horsetrader, Inc.
4131 Erie St.
Willoughby, OH 44094
(216)942-4482
Jerry Goldberg, pub.
**Horses; Sports**

**HORTICULTURE MAGAZINE**
Massachusetts Horticultural Society
300 Massachusetts Ave.
Boston, MA 02115
(617)536-9280
Weldon Miner, adv. dir.
**Crafts/Hobbies; Home/Family relations; Rural living**

**HOT ROD MAGAZINE**
Petersen Publishing Co.
8490 Sunset Blvd.
Los Angeles, CA 90069
(213)657-5100
Dick Van Cleve, pub.
Jim P. Walsh, adv. dir.
**Automotive**

**HOUSE & GARDEN**
The Conde Nast Publications, Inc.
350 Madison Ave.
New York, NY 10017
(212)880-8800
Ralph F. Timm, pub.
Timothy W. Knipe, adv. mgr.
**Crafts/Hobbies; Food/Home entertainment; Home/Family relations**

**HOUSE & GARDEN BUILDING GUIDE**
The Conde Nast Publications, Inc.
350 Madison Ave.
New York, NY 10017
(212)880-8800
Ralph F. Timm, pub.
Elmo Ecker, Jr., adv. mgr.
**Home/Family relations**

**HOUSE & GARDEN DECORATING GUIDE**
The Conde Nast Publications, Inc.
350 Madison Ave.
New York, NY 10017
(212)880-8800
Ralph F. Timm, pub.
Elmo Ecker, Jr., adv. mgr.
**Home/Family relations**

**HOUSE & GARDEN GARDENING GUIDE**
The Conde Nast Publications, Inc.
350 Madison Ave.
New York, NY 10017
(212)880-8800
Ralph F. Timm, pub.
Elmo Ecker, Jr., adv. mgr.
**Home/Family relations**

**HOUSE & GARDEN KITCHENS & BATHS GUIDE**
The Conde Nast Publications, Inc.
350 Madison Ave.
New York, NY 10017
(212)880-8800
Ralph F. Timm, pub.
Elmo Ecker, Jr., adv. mgr
**Home/Family relations**

**HOUSE & GARDEN PLANS GUIDE**
The Conde Nast Publications, Inc.
350 Madison Ave.
New York, NY 10017
(212)880-8800
Ralph F. Timm, pub.
Elmo Ecker, Jr., adv. mgr.
**Home/Family relations**

**HOUSE & GARDEN REMODELING GUIDE**
The Conde Nast Publications, Inc.
350 Madison Ave.
New York, NY 10017
(212)880-8800
Ralph F. Timm, pub.
Elmo Ecker, Jr., adv. mgr.
**Home/Family relations**

**HOUSE BEAUTIFUL**
The Hearst Corp.
717 Fifth Ave.
New York, NY 10022
(212)935-5900
Thomas P. Losee, Jr., pub.
David J. Moore, adv. mgr.
**Food/Home entertainment; Home/Family relations; Women's service**

**HOUSE BEAUTIFUL'S BUILDING MANUAL**
The Hearst Corp.
717 Fifth Ave.
New York, NY 10022
(212)935-4070
Arnold Wasserman, pub. dir.
Donald J. Carroll, pub.
**Home/Family relations; Women's service**

**HOUSE BEAUTIFUL'S COLONIAL HOMES**
The Hearst Corp.
717 Fifth Ave.
New York, NY 10022
(212)935-4070
Arnold J. Wasserman, pub.
Carl J. Portale, adv. dir.
**Home/Family relations; Women's service**

**HOUSE BEAUTIFUL'S HOME DECORATING**
The Hearst Corp.
717 Fifth Ave.
New York, NY 10022
(212)935-4070
Arnold Wasserman, pub. dir.
Donald J. Carroll, pub.
**Home/Family relations; Women's service**

**HOUSE BEAUTIFUL'S HOME REMODELING**
The Hearst Corp.
717 Fifth Ave.
New York, NY 10022
(212)935-4070
Arnold Wasserman, pub. dir.
Donald J. Carroll, pub.
**Home/Family relations; Women's service**

**HOUSE BEAUTIFUL'S HOUSES & PLANS**
The Hearst Corp.
717 Fifth Ave.
New York, NY 10022
(212)935-4070
Arnold Wasserman, pub. dir.
Donald J. Carroll, pub.
**Home/Family relations; Women's service**

**HOUSTON CHRONICLE'S TEXAS ROTO MAGAZINE**
Houston Endowment, inc.
801 Texas St.
Houston, TX 77002
(713)220-7171
Vern Zastrow, adv. dir.
**Newspaper distributed magazines**

**HOUSTON CITY MAGAZINE**
IHM, Inc.
315 W Alabama
Houston, TX 77006
(713)526-3399
Gary Easterly, pub.
Tom Ellis III, adv. dir.
**City/State/Regional**

**HOUSTON LIVING**
Baker Publications, Inc.
2627 North Loop W
Ste. 120
Houston, TX 77008
(713)868-1541
C. Don Baker, pub.
P. A. Moore, adv. dir.
**City/State/Regional; Entertainment; Home/Family relations**

**HOUSTON MAGAZINE**
Houston Chamber of Commerce
1100 Milam Bldg.
Ste. 2500
Houston, TX 77002
(713)651-1313
Mike M. Marshall, adv. mgr.
**Business; City/State/Regional**

**HUDSON HOME GUIDES**
Hudson Publishing Co.
289 S San Antonio Rd.
Los Altos, CA 94022
(415)941-6700
James W. Zuber, pub.
Lewise King, adv. mgr.
**Home/Family relations**

**HUDSON HOME PLANS (1/79)**
Hudson Publishing Co.
289 S San Antonio Rd.
Los Altos, CA 94022
(415)941-6700
James W. Zuber, pub.
Lewise King, adv. mgr.
**Home/Family relations**

**HUDSON VALLEY MAGAZINE**
Suburban Publishing
7 Collegeview Ave.
Poughkeepsie, NY 12601
(914)452-2810
A. R. Martinelli, pub.
Ken Hersey, adv. mgr.
**City/State/Regional; Entertainment**

**HUGHES AIRWEST SUNDANCER**
East/West Network, Inc.
488 Madison Ave.
New York, NY 10022
(212)937-5810
Jeffrey S. Butler, pub.
John F. Dunn, adv. mgr.
**Inflight**

**HUMAN EVENTS**
Human Events, Inc.
422 First St., SE
Washington, DC 20003
(202)546-0856
J. M. Roberts, pub.
Philip Alexander, adv. mgr.
**Political/Social issues**

**HUNTING**
Petersen Publishing Co.
8490 Sunset Blvd.
Los Angeles, CA 90069
(213)657-5100
Ken Elliot, pub.
Jim P. Walsh, adv. dir.
**Camping/Outdoor living**

**HUNTING DOG MAGAZINE**
HD Publishing Co., Inc.
9714 Montgomery Rd.
Cincinnati, OH 45242
(513)891-0060
HD Publishing Co., Inc., pub.
Cam Rogers, adv. mgr.
**Camping/Outdoor living; Sports**

**HUSTLER**
Larry Flynt Publications
2029 Century Park E, #3800
Los Angeles, CA 90067
(213)556-9200, (800) 421-4346
Larry Flynt, pub.
Mary Buyze, adv. coord.
**Men's interests**

## I

**IDEAL FAN GROUP (6 TITLES)**
Ideal Publishing Corp.
2 Park Ave.
New York, NY 10016
(212)683-4200
Phil Hirsch, pub.
**Romance/Fan**

**IDEAL ROMANCE GROUP (2 TITLES)**
Ideal Publishing Corp.
2 Park Ave.
New York, NY 10016
(212)683-4200
Phil Hirsch, pub.
**Romance/Fan**

**IDEAL WOMEN'S GROUP (8 TITLES)**
Ideal Publishing Corp.
2 Park Ave.
New York, NY 10016
(212)683-4200
Phil Hirsch, pub.
**Romance/Fan**

**IN TOUCH FOR MEN**
In Touch, Inc.
1316 N Western Ave.
Hollywood, CA 90027
(213)466-6333
Frank Roedel, pub.
Don Beavers, adv. mgr.
**Entertainment; Men's interests**

**INC. MAGAZINE (4/79)**
United Marine Publishing
38 Commercial Wharf
Boston, MA 02110
(617)227-4700
Norman Raben, pub.
W. Robert Boris, adv. dir.
**Business**

**INCOME OPPORTUNITIES**
Davis Publications, Inc.
380 Lexington Ave.
New York, NY 10017
(212)557-9100
Joel Davis, pub.
Jim Capello, adv. mgr.
**Business**

**INDIANAPOLIS**
Indianapolis Chamber of Commerce
320 N Meridian St.
Indianapolis, IN 46204
(317)635-4747
Carl R. Dortch, pub.
Celestine A. Blase, adv. dir.
**City/State/Regional**

**INDIANAPOLIS HOME & GARDEN**
6820 Hawthorn Park Dr.
Indianapolis, IN 46220
(317)842-2334
John Mayhill, pub.
J. R. Cotterill, adv. dir.
**City/State/Regional**

**INDIANAPOLIS STAR MAGAZINE**
Indianapolis Newspapers, Inc.
307 N Pennsylvania St.
Indianapolis, IN 46206
(317)633-1154
Eugene S. Pulliam, pub.
Alan Judkins, adv. dir.
**City/State/Regional; General editorial; Newspaper distributed magazines**

**INDUSTRY WEEK**
Penton/IPC, Inc.
1111 Chester Ave.
Cleveland, OH 44114
(216)696-7000
Patrick B. Keefe, pub.
Edward L. Franke, sales mgr.
**Business**

**INSIDE KUNG-FU**
Unique Publications
7011 Sunset Blvd.
Los Angeles, CA 90028
(213)461-4324
Curtis F. Wong, pub.
Rocco Zappia, Jr., adv. mgr.
**Sports**

**INTERFAITH NETWORK (8 TITLES)**
441 Lexington Ave.
New York, NY 10017
(212)697-1076
John P. Sherwood, adv. dir.
**Religion; Senior citizens**

**INTERNATIONAL REVIEW OF FOOD & WINE**
750 Third Ave.
New York, NY 10017
(212)599-5959
Robert T. Kenyon, pub.
Caroline L. Kenyon, adv. dir./assoc. pub.
**Food/Home entertainment**

**INTERVIEW MAGAZINE**
Interview Enterprises, Inc.
860 Broadway
NYC, NY 10003
(212)553-4700
Andy Warhol, pub.
Carole Rogers, adv. mgr.
**General editorial**

**INTIMATE STORY**
Ideal Publishing Corp.
2 Park Ave.
New York, NY 10016
(212)683-4200
Phil Hirsch, pub.
**Romance/Fan**

**ISAAC ASIMOV'S SCIENCE FICTION**
Davis Publications, Inc.
380 Lexington Ave.
New York, NY 10017
(212)557-9100
Joel Davis, pub.
Jim Cappello, adv. mgr.
**Entertainment; Food/Home entertainment**

**IVY LEAGUE ALUMNI MAGAZINE GROUP**
626 Thurston Ave.
Ithaca, NY 14853
(607)256-4121, NYC (212) 586-1311
Charles S. Williams, chrm.
Mortimer Berkowitz, Inc. (NYC), adv. mgr.
**General editorial**

## J

**JACK AND JILL**
Curtis Publishing Co.
PO Box 567B
Indianapolis, IN 46200
(317)634-1100, NYC (212) 666-0423
Mary Alice Simpson, pub.
Gartley Neely, adv. mgr.
L. Roger Barnhart (NY), adv. rep.
**Youth**

**JACKSON**
Jackson Magazine, Inc.
4735 Old Canton Rd.
Jackson, MS 39211
(601)366-6496
Herbert L. Phillips, Jr., pub.
James Michael Phillips, adv. dir.
**City/State/Regional**

**JACKSONVILLE MAGAZINE**
815 S Main St.
Jacksonville, FL 32210
(904)396-0100
Gerald Bartels, pub.
Sandra Bond, adv. mgr.
**City/State/Regional**

**JACOB'S LIST (40 TITLES)**
Jacob's List
PO Box 120
Clinton, SC 29325
(803)833-2206
J. F. Jacobs, Jr., pub., adv. mgr.
**Religion**

**JET**
Johnson Publishing Co.
820 S Michigan Ave.
Chicago, IL 60605
(312)786-7600, NYC (212) 586-2911
John H. Johnson, pub.
William Santon (NYC), adv. mgr.
**News**

**JEWISH LIVING (3/79)**
Adar Communications
122 E 42 St.
New York, NY 10017
(212)687-3090
Larry Aryeh Rubin, pub.
Jay Narotsky, assoc. pub.
**General editorial; Home/Family relations; Women's service**

**JUNIOR SCHOLASTIC**
Scholastic Magazines, Inc.
50 W 44 St.
New York, NY 10036
(212)867-7700
Steven C. Swett, pub.
Edward Chenetz, adv. dir.
**Youth**

## K

**KANSAS CITY**
1900 W 47 Place
Westwood, KS 66205
(913)384-0770
Floyd E. Sageser, pub.
Brian Wood, adv. dir.
**City/State/Regional**

**KENTUCKY BUSINESS LEDGER**
Kentucky Business Ledger, Inc.
PO 3508
Louisville, KY
(502)635-5212
Lewis M. Conn, pub.
**Business; City/State/Regional**

**KEYBOARD WORLD**
Keyboard World, Inc.
8066 Telegraph Rd.
Downey, CA 90240
(213)923-0331
Bill Worrall, pub.
David Rivas, adv. dir.
**Crafts/Hobbies; Entertainment**

**KEYSTONE MOTORIST**
Keystone Auto Club
2040 Market St.
Philadelphia, PA 19103
(215)864-5455
Roy Hanshaw, Editor
Tim Kelly, assoc. edit.
**Automotive**

**KILOBAUD MICROCOMPUTING**
1001001, Inc.
73 Pine St.
Peterborough, NH 03458
(603)924-3873
Wayne Green, pub.
Aline Coutu, adv. dir.
**Mechanics/Science/Electronics**

**KITCHEN & BATH IMPROVEMENTS**
Davis Publications, Inc.
380 Lexington Ave.
New York, NY 10017
(212)557-9100
Joel Davis, pub.
Jim Capello, adv. mgr.
**Home/Family relations**

**KIWANIS**
Kiwanis International
101 E Erie St.
Chicago, IL 60611
(312)943-2300
Nick Geannopolus, pub.
Burton P. Harris, adv. mgr.
**Fraternal/Labor/Civic; Men's interests**

**KMR WOMAN'S GROUP (3 TITLES)**
Lopez Publications, Inc.
21 W 26 St.
New York, NY 10010
(212)683-3933
Adrian Lopez, pub.
Elsa Carlson, adv. mgr.
**Romance/Fan**

## L

**L'OFFICIEL/USA**
720 Fifth Ave.
New York, NY 10019
(212)765-1980
Evan R. Katz, F. Philip Slater, co. pubs.
Patricia Logsdon, nat. sales dir.
**Beauty/Fashion**

**LA SHOW GUIDE**
Show Guide Publications
7033 Sunset Bldg.
Ste. 304
Hollywood, CA 90028
(213)461-3514
Alfonso Williams, pub.
Pamela Blake, adv. mgr.
**City/State/Regional; Entertainment**

**LABOR PRESS (93 PUBLICATIONS)**
Trade Union Advertising
15 E 26 St.
Rm. 1814
New York, NY 10010
(212)683-7905
Alex Smith, adv. mgr.
**Fraternal/Labor/Civic**

**LADIES HOME JOURNAL NEEDLE & CRAFT**
Charter Publishing Co.
641 Lexington Ave.
New York, NY 10022
(212)935-6270
Robert Eldridge, pub.
Doris K. Corless, adv. dir.
**Crafts/Hobbies**

**LADIES' HOME JOURNAL**
Charter Publishing Co.
641 Lexington Ave.
New York, NY 10022
(212)935-4100
Robert D. Thomas, pub.
Aronzo Valerio, adv. dir.
**Women's service**

**LADY'S CIRCLE**
Lopez Publications, Inc.
21 W 26 St.
New York, NY 10010
(212)689-3933
Adrian Lopez, pub.
Elsa Carlson, adv. mgr.
**Women's service**

**LADY'S CIRCLE NEEDLEWORK**
Lopez Publications, Inc.
21 W 26 St.
New York, NY 10010
(212)689-3933
Adrian Lopez, pub.
Elsa Carlson, adv. mgr.
**Crafts/Hobbies**

**LADYCOM**
Downey Communications
1800 M Street, NW
Washington, DC 20036
(202)872-0960
Edward M. Downey, pub., adv. mgr.
**Military; Women's service**

**LAKELAND BOATING**
Boating Publications
412 Longshore Dr.
Ann Arbor, MI 48105
(313)769-1788
Dave Ritz, pub.
Dickie Dishman, adv. dir.
**Boating; Men's interests; Travel**

**LANSING**
Cornerstone Publishing Co., Inc.
615 N Capitol Ave.
Lansing, MI 48933
(517)482-1321
Anthony A. Petrella, pub.
Bryan Sykora, adv. dir.
**City/State/Regional**

**LAS VEGAN**
1221 North Decatur
Las Vegas, NV 89108
(702)870-8080
Michael Millard, pub.
Dan Miller, Nancy Millard, adv. mgrs.
**City/State/Regional**

**LATITUDE-20 (HAWAIIAN AIRLINES)**
Inflight Marketing, Inc.
532 Cummins St.
Honolulu, HI 96814
(808)524-8404
William R. Schoen, pub.
Kathie Blackburn, adv. mgr.
**Inflight**

**LEADERSHIP NETWORK (8 TITLES)**
230 Park Ave.
NY, NY 10017
(212)682-4500
Robert F. Sennott, Jr., pub.,
adv. mgr.
**General editorial; Political/Social issues**

**LEARNING**
Education Today Co.
530 University Ave.
Palo Alto, CA 94301
(415)321-1770
Thomas O. Ryder, pub.
Cathy Souza, adv. mgr.
**Business; General editorial**

**LEISUREGUIDE—BOSTON**
Leisureguides, Inc.
1515 NW 167 St.
Miami, FL 33169
(305)620-5525
David M. Nichol, Jr., pub.
Holly Delaplaine, adv. mgr.
**Travel**

**LEISUREGUIDE—CHICAGO**
Leisureguides, Inc.
1515 NW 167 St.
Miami, FL 33169
(305)620-5525
David M. Nichol, Jr., pub.
Holly Delaplaine, adv. mgr.
**Travel**

**LEISUREGUIDE—FLORIDA GOLD COAST**
Leisureguides, Inc.
1515 NW 167 St.
Miami, FL 33169
(305)620-5525
David M. Nichol, Jr., pub.
Holly Delaplaine, adv. mgr.
**Travel**

**LEISUREGUIDE—HOUSTON**
Leisureguides, Inc.
1515 NW 167 St.
Miami, FL 33169
(305)620-5525
David M. Nichol, Jr., pub.
Holly Delaplaine, adv. mgr.
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Leisureguides, Inc.
1515 NW 167 St.
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**LENS' ON CAMPUS (2/79)**
United Technical Publications
645 Stewart Ave.
Garden City, NY 11530
(516)222-2500
Sam Fisher, pub.
Gary L. Rhodes, adv. dir.
**Men's interests; Photography**

**LIFE & HEALTH**
Review & Herald Publishing Assoc.
6856 Eastern Ave., NW
Washington, DC 20012
(202)723-3700
C. Martin Russ, adv. dir.
**Fraternal/Labor/Civic; Home/Family relations; Religion**

**LIFE (10/78)**
Time, Inc.
Time-Life Building
Rockefeller Center
New York, NY 10020
(212)586-1212
Charles A. Whittingham, pub.
Charles Rubens II, adv. mgr.
**General editorial**

**LINN'S STAMP NEWS**
Amos Press, Inc.
PO Box 29
Sidney, OH 45367
(513)492-4141
Wayne Lawrence, pub.
William Jones, adv. mgr.
**Crafts/Hobbies**

**LION MAGAZINE**
International Assn. of Lions Clubs
300 22 St.
Oak Brook, IL 60570
(312)986-1700
Roy Schaetzel, pub.
Robert L. Bastian, adv. mgr.
**Fraternal/Labor/Civic**

**LONG ISLAND MAGAZINE (8/78)**
8 Broad St.
Great Neck, NY 11021
(516)482-6630
Gordon Brown, pub.
Barbara Ginsburg, adv. sales dir.
**City/State/Regional**

**LONG ISLAND-BUSINESS**
Long Island Commercial Preview
303 Sunneyside Blvd.
Plainview, NY 11803
(516)681-8000
Paul Townsend, pub.
Zelda Niss, VP
**Business; City/State/Regional**

**LOOK MAGAZINE (2/79)**
Look Magazine, Inc.
150 E 58 St.
New York, NY 10022
Boris Troyan, pub.
Don Hanrahan, adv. dir.
**General editorial; News**

**LOS ANGELES GREEK THEATRE MAGAZINE**
Arts & Leisure Publications
950 Battery .
San Francisco, CA 94111
(415)956-6262
Ron Hagen & Penelope McTaggart, pubs.
John Christian, adv. dir.
**Entertainment; Food/Home entertainment**

**LOS ANGELES HERALD EXAMINER'S CALIFORNIA LIVING**
The Hearst Corp.
1111 S Broadway
Los Angeles, CA 90015
(213)748-1212
Francis Dale, pub.
Harold Blatt, adv. mgr.
**Newspaper distributed magazines**

**LOS ANGELES MAGAZINE**
Los Angeles Magazine Co., Inc.
1888 Century Park E
Los Angeles, CA 90067
(213)553-7601
D. F. Delle Monache, pub.
Bert J. Pucci, adv. mgr.
**City/State/Regional**

**LOS ANGELES TIMES' HOME MAGAZINE**
Los Angeles Times
Times Mirror Square
Los Angeles, CA 90053
NYC (212) 697-6200
W. Thomas Johnson, pub.
Glenn Peters (LA), adv. mgr.
Aram Iskenderian (NYC), adv. mgr.
**Newspaper distributed magazines**

**LOUISVILLE MAGAZINE**
Louisville Area Chamber of Commerce
300 W Liberty St.
Louisville, KY 40202
(502)582-2421
C. F. Herd, pub.
J. J. Howell, adv. mgr.
**City/State/Regional**

**LOUISVILLE TODAY**
1031 S 4 St.
Louisville, KY 40203
(502)589-2170
John Yarmuth, pub.
Tommie O'Callaghan, adv. dir.
**City/State/Regional**

**THE LUTHERAN STANDARD**
Augsburg Publishing/House
426 S 5 St.
Minneapolis, MN 55415
(612)332-4561
E. O. Liaboe, adv. mgr.
**Religion**

**THE LUTHERAN**
Lutheran Church in America
2900 Queen Lane
Philadelphia, PA 19129
(215)438-6179
Edgor Trexler, editor
James W. Morentz, adv. mgr.
**Religion**

## M

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Minneapolis Athletic Club
615 Second Ave. S
Minneapolis, MN 55402
(612)339-3655
Byron Anderson, adv. mgr.
**Fraternal/Labor/Civic**

**MACFADDEN WOMEN'S GROUP (8 TITLES)**
215 Lexington Ave.
New York, NY 10016
(212)340-7500
John Fitzpatrick, pub.
**Romance/Fan**

**MACO'S FISHING ANNUAL**
Kingsbridge Comm., Ltd.
380 Madison Ave.
New York, NY 10017
(212)490-0172
George H. Levy, pub.
**Camping/Outdoor living**

**MADEMOISELLE**
The Conde Nast Publications, Inc.
350 Madison Ave.
New York, NY 10017
(212)880-8800
Joseph L. Fuchs, pub.
Elliot Marion, adv. mgr.
**Beauty/Fashion; Women's service**

**MADISON**
Madison Magazine, Inc.
PO Box 1604
Madison, WI 53701
(608)255-9982
James D. Selk, pub.
James Allen, adv. dir.
**City/State/Regional**

**THE MAGAZINE ANTIQUES**
Straight Enterprises, Inc.
551 Fifth Ave.
New York, NY 10017
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Wendell Garrett, pub.
Ronald Andrews, adv. mgr.
**Crafts/Hobbies**

**THE MAGAZINE OF FANTASY & SCIENCE FICTION**
Mercury Press, Inc.
PO Box 56
Cornwall, CT 06753
(203)672-6376
Edward Ferman, pub., adv. dir.
**Entertainment; General editorial**

**MANAGEMENT LEISURE TIME**
Penton/IPC, Inc.
Penton Plaza
Cleveland, OH 44114
(216)696-7000
Jack C. Smith, pub.
Lee Haaz, adv. mgr.
**Business**

**MARIAH/OUTSIDE**
Mariah Publications Corp.
3401 W Division St.
Chicago, IL 60651
(312)342-7777
Donald E. Welsh, pub.
Patricia Sage, adv. mgr.
**Camping/Outdoor living**

**MARVEL COMICS GROUP**
Cadence Publishing
575 Madison Ave.
New York, NY 10022
(212)838-7900
Stan Lee, pub.
Vincent Karp, adv. mgr.
**Youth**

**MCCALL'S**
McCall Publishing Co.
230 Park Ave.
New York, NY 10017
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Raymond Eyes, pub.
Joseph P. R. Welty, adv. dir.
**Women's service**

**MCCALL'S BEAUTY GUIDE (4/79)**
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Milton Lieberman, pub.
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New York, NY 10017
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**Food/Home entertainment**

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The McCall Pattern Co.
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New York, NY 10017
(212)983-3200
Rosemary McMurty, pub.
Steve Levinson, adv. mgr.
**Crafts/Hobbies**

**MCCALL'S WORKING MOTHER (5/79)**
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Milton Lieberman, pub.
**Women's service**

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CBS Publications
1515 Broadway
New York, NY 10036
(212)975-7907, 975-7544
Michael J. O'Neill, pub.
James J. Rainsford, adv. mgr.
**Mechanics/Science/Electronics**

**MECHANIX ILLUSTRATED HOME IMPROVEMENTS**
CBS Publications
1515 Broadway
New York, NY 10036
(212)975-[illegible]785
George Dowling, pub.
Gordon R. Burkherd, adv. mgr.
**Men's interests**

**MEDICAL/MRS.**
Hillbart Publications
Kirby Lane
Rye, NY 10580
(914)967-7173
Cynthia S. Smith, pub
Lisa Young, adv. mgr.
**Women's service**

**MEMPHIS**
Towery Publishing, Inc.
1535 E Brooks Rd.
Memphis, TN 38116
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J. Robert Towery, pub.
A. Frederick Woodward, Jr., adv. dir.
**City/State/Regional**

**MEN**
Rolat Publishing Corp.
667 Madison Ave.
New York, NY 10021
(212)838-0720
Noah Sarlat, pub.
Jesse Rosen, adv. mgr.
**Men's interests**

**MESA**
Mesa Magazine, Inc.
526 E University Dr.
Mesa, AZ 85203
(602)834-5053
Leslie G. Riell, pub.
Ronald E. Kell, assoc. pub.
**City/State/Regional**

**METRO BUSINESS MONTHLY**
1012 14 St., NW
Washington, DC 20005
(202)783-0630
T. J. Connor, pub., adv. mgr.
**Business**

**METRO MAGAZINES (11 TITLES)**
420 Lexington Ave
New York, NY 10017
(212)972-1157
Robert Phillips, vp/sales
**City/State/Regional**

**METRO, THE MAGAZINE OF SOUTHEASTERN VIRGINIA**
Metro Magazine, Inc.
PO Box 1995
Norfolk, VA 23501
(804)622-4122
Paul G. Katabian, pub.
Rich Schoen, adv. dir.
**City/State/Regional**

**METRO-NEWARK**
Greater Newark Chamber of Commerce
50 Park Place
Newark, NJ 07102
(201)624-6888
Dawn A. Lospaluto, editor
Steven Goldstein, adv. mgr.
**City/State/Regional**

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Mr. Beverly R. Carter, pub.
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Miami, FL 33145
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Richard Eisenman, adv. mgr.
**City/State/Regional**

**MICHIGAN LIVING/AAA MOTOR NEWS**
Automobile Club of Michigan
Auto Club Drive
Dearborn, MI 48126
(313)336-1500
Leonard R. Barnes, pub.
Neal K. Fenkell, adv. dir.
**Automotive; Travel**

**MICHIGAN OUT-OF-DOORS**
Michigan United Conservation Clubs
PO Box 30235
Lansing, MI 48909
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Tom Washington, pub.
Charles Tower, adv. mgr.
**Camping/Outdoor living**

**MIDWEST ROTO**
Rural Gravure
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Madison, WI 53705
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Jerry C. Curren, pub.
Bonnie Currie, adv. mgr.
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Ron Horstman, mgr.
**Rural living**

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Robert A. Henning, pub.
Ed Cooper, adv. dir.
**Travel**

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Tony Chirchirillo, adv. mgr.
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Milwaukee Newspapers
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W.F. Share, adv. dir.
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Milwaukee County Labor Council
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Bart Hanna, adv. mgr.
**Automotive; City/State/Regional; Travel**

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(314)635-7921
William Nunn, pub.
Robert Fowler, adv. mgr.
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Kalmbach Publishing Co.
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Milwaukee, WI 53233
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A. C. Kalmbach, pub.
Fred Hamilton, adv. mgr.
**Crafts/Hobbies**

**MODERN BRIDE**
Ziff-Davis Publishing Co.
One Park Ave.
New York, NY 10016
(212)725-3700
George E. Morrissey, pub.
Martin S. Walker, assoc. pub./adv.
**Bridal**

**MODERN PHOTOGRAPHY**
ABC Leisure Magazines, Inc.
130 E 59 St.
New York, NY 10022
(212)826-8360
Herbert Keppler, pub.
Howard Shaw, adv. dir.
**Photography**

**MONEY**
Time, Inc.
1271 Ave. of the Americas
New York, NY 10020
(212)841-4497
John U. Crandell, pub.
James W. Cobbs, adv. dir.
**General editorial**

**MONEYSWORTH**
Avant-Garde Media, Inc.
251 W 57 St.
New York, NY 10019
(212)581-2000
Ralph Ginzburg, pub.
Bill Levine, adv. mgr.
**General editorial**

**MONTANA MAGAZINE**
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Helena, MT 59601
(406)443-2842
Rick Graetz, pub., adv. mgr.
**Camping/Outdoor living; City/State/Regional**

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Lute Harmon, pub.
Thomas A. Jones, adv. mgr.
**City/State/Regional**

**MOODY MONTHLY**
2101 Howard
Chicago, IL 60645
(312)274-2535
Jerry Jenkins, editor/dir.
Larry Hanlon, operations mgr.
**Religion**

**THE MOON SIGN BOOK**
Llewellyn Publications
PO Box 43385
St. Paul, MN 55164
(612)291-1970
Carl Weschcke, pub.
Dee Goodwin, adv. mgr.
**Home/Family relations; Rural living**

**THE MOTHER EARTH NEWS**
The Mother Earth News, Inc.
PO Box 70
Hendersonville, NC 28739
(704)693-0211, NYC (212) 921-9090
John Shuttleworth, pub.
Robert M. Lieb, exec. vp-dir. media operations (NYC)
**Camping/Outdoor living; General editorial; Home/Family relations**

**MOTHER JONES**
Foundation for National Progress
625 Third St.
San Francisco, CA 94107
(415)495-6326
Mark Dowie, pub.
Judith Pollock, adv. mgr.
**General editorial**

**MOTHER'S MANUAL**
Mother's Manual, Inc.
441 Lexington Ave.
New York, NY 10017
(212)867-4820
Henry B. Kratz, Jr., pub.
Robert E. McGinnty, John H. Boyd, adv. dirs.
**Home/Family relations**

**MOTOR BOATING & SAILING**
The Hearst Corp.
224 W 57 St.
New York, NY 10014
(212)262-5700
J. P. Tim Dolman, pub.
Robert J. O'Connor, adv. dir.
**Boating; Men's interests; Sports**

**MOTOR NEWS**
PO Box 150
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(313)336-1234
**Automotive; Travel**

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Petersen Publishing Co.
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R. E. Brown, pub.
Jim Walsh, adv. dir.
**Automotive**

**MOTORBOAT**
United Marine Publishing
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**Automotive; Camping/Outdoor living; Travel**

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**MS. MAGAZINE**
Ms. Magazine Co.
370 Lexington Ave.
New York, NY 10017
(212)725-2666
Patricia Carbine, pub.
Valerie Birnbaum Salenbier, adv. dir.
**General editorial; News; Women's service**

**MUSCLE DIGEST**
Donald Wong, MD, Inc.
1234 S Garfield
Alhambra, CA 91801
(213)570-1578
Donald Wong, MD, pub.
John Williams, adv. mgr.
**Men's interests; Sports**

**MUSIC CITY NEWS**
Music City News
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Nashville, TN 37202
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James E. Charlet, Jr., pub.
Betty Cox, adv. mgr.
**Entertainment**

**MUSICIAN, PLAYER & LISTENER**
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(617)281-3110
Gordon P. Baird, pub., adv. dir.
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Doris Reynolds, pub.
Thomas Calhoun, adv. sales mgr.
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Thomas J. Ames, mktg. dir.
W. Brett Perine, adv. dir. (NYC)
**Business**

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National 4-H Council
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Caryn Friedman, adv. mgr.
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**General editorial**

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National Geographic Society
1251 Ave. of Americas
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James L. Till, adv. dir.
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(202)689-7400
Frank Holtzman, adv. mgr.
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New York, NY 10022
(212)688-4070
Richard B. Barthelmes, pub.
Vicki H. Richard, adv. mgr.
**Entertainment; Men's interests**

**NATIONAL REVIEW**
150 E 35 St.
New York, NY 10016
(212)682-4500
William A. Rusher, pub.
Robert F. Sennott, Jr., adv. mgr.
**Political/Social issues**

**THE NATION**
333 Sixth Ave.
New York, NY 10014
(212)242-8400
Hamilton Fish III, pub.
**General editorial; Political/Social issues**

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American Museum of Natural History
488 Madison Ave.
New York, NY 10022
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Kent T. Valandra, adv. mgr.
**General editorial**

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**Military**

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Caroline Hadley, editor, adv. mgr.
**City/State/Regional**

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Stephen W. Winship, pub.
Donald S. Kelsey, adv. mgr.
**Travel**

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Prime National Publishing Corp.
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Richard A. DeVita, pub.
Barbara Charlot, adv. dir.
**Senior citizens**

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NJM Associates
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Michael Mims, adv. dir.
**City/State/Regional**

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N.O., LA 70186
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Ben Turner, pub.
Jane Molenaar, adv. mgr.
**City/State/Regional**

**THE NEW REPUBLIC**
The New Republic, Inc.
1220 19 St., NW
Washington, DC 20036
(202)331-7494
Robert J. Myers, pub.
Bonnie Perkel, adv. dir.
**News; Political/Social issues**

**NEW WEST**
New York Magazine Co., Inc.
9665 Wilshire Blvd.
Beverly Hills, CA 90212
(213)273-7516
Joseph G. Armstrong, pub.
Daniel Mahan, adv. dir.
**City/State/Regional; News**

**NEW WOMAN**
314 Poinciana Plaza
PO Drawer 189
Palm Beach, FL 33480
(305)833-4583, NYC (212) 753-9669
Margaret Harold, pub.
Vesta Brew (NYC), adv. dir.
**Women's service**

**NEW YORK DAILY NEWS MAGAZINE SECTION**
New York Daily News
220 E 42 St.
New York, NY 10017
(212)949-1234
W. H. James, pub.
Arthur E. Wible, adv. mgr.
**Newspaper distributed magazines**

**NEW YORK MAGAZINE**
755 Second Ave.
New York, NY 10017
(212)986-4600
Cathleen Black, pub.
Jim Martise, adv. mgr.
**City/State/Regional; General editorial**

**NEW YORK MOTORIST**
28 E 78 St.
New York, NY 10021
(212)586-1166
Peyton E. Hahn, editor
Martin Gilfeather, adv. mgr.
**Travel**

**NEW YORK REVIEW OF BOOKS**
250 W 57 St.
New York, NY 10019
(212)757-8070
A. Whitney Ellsworth, pub.
Kathy Jones, adv. mgr.
**Entertainment**

**THE NEW YORK TEACHER**
The New York State United Teachers
80 Wolf Rd.
Albany, NY 12205
(518)459-5400, NYC (212) 228-1180
**Fraternal/Labor/Civic**

**NEW YORK TIMES MAGAZINE**
The New York Times
229 W 43 St.
New York, NY 10036
(212)556-1234
Arthur Ochs Sulzberger, pub.
Fred P. Thompson, adv. dir., Philip L. R. Du Val, mktg. dir.
**General editorial; News; Newspaper distributed magazines**

**THE NEW YORKER**
The New Yorker Magazine, Inc.
25 W 43 St.
New York, NY 10036
(212)840-3800
William P. Buxton, adv. dir.
**General editorial**

**NEWSDAY'S LI MAGAZINE**
Newsday
550 Stewart Ave.
Garden City, NY 11530
(516)222-5388
David Laventhol, pub.
Eugene P. Higgins, adv. dir.
**Newspaper distributed magazines**

**NEWSWEEK**
Newsweek, Inc.
444 Madison Ave.
New York, NY 10022
(212)350-2000
Charles J. Kennedy, pub.
James W. Allbaugh, adv. dir.
**News**

**NORDIC WORLD**
World Publications, Inc.
1400 Stierlin Rd.
Mountain View, CA 94043
(415)965-8777
Bob Anderson, pub.
Robert Young, adv. mgr.
**Sports**

**NORTH SHORE MAGAZINE**
PB Communications, Inc.
874 Green Bay Rd.
Winnetka, IL 60093
(312)441-7892
Asher J. Birnbaum, pub.
Bob Sherman, adv. dir.
**City/State/Regional; Entertainment; Home/Family relations**

**NORTHERN OHIO BUSINESS JOURNAL**
Business Journal Publishing Co.
313 Buckley Bldg.
Cleveland, OH 44115
(216)621-1644
Donald W. Hanson, pub.
Michael C. Hayes, adv. dir.
**Business; City/State/Regional**

**NORTHWEST SKIER**
Western Ski Promotions, Inc.
PO Box 5029
University Sta.
Seattle, WA 98105
(206)634-3620
Ian F. Brown, pub.
Will Russell, adv. dir.
**Sports**

**NUESTRO**
Nuestro Publications, Inc.
1140 Ave. of the Americas
New York, NY 10036
(212)730-0190
Daniel M. Lopez, pub.
**General editorial**

**NUMISMATIC NEWS**
Krause Publications
700 E State St.
Iola, WI 54945
(715)445-2214
Clifford Mishler, pub.
Joe Jones, adv. dir.
**Crafts/Hobbies**

**NUTRITION HEALTH REVIEW**
143 Madison Ave.
NYC, NY 10016
(212)679-3590
F. R. Rifkin, Andrew Rifkin, pub.
Barry Morris, adv. mgr.
**Home/Family relations**

**NUTSHELL**
13-30 Corp.
505 Market St.
Knoxville, TN 37902
(615)637-7621
Chris Whittle, pub.
Alan N. Greenburg, adv. mgr.
**Youth**

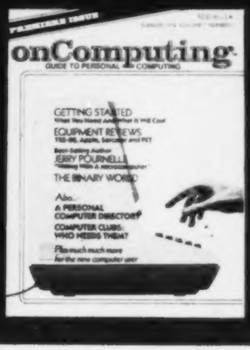
## O

**OCEANS**
The Oceanic Society
Fort Mason
San Francisco, CA 94123
(415)441-1104
Keith Howell, editor
**Boating; Mechanics/Science/Electronics**

**OFF BELAY MAGAZINE**
Off Belay Enterprises
15630 SE 124 St.
Renton, WA 98055
(206)226-2613
Ray Smutek, pub.
Mary B. Smutek, adv. mgr.
**Camping/Outdoor living; Sports**

**OFF-ROAD**
Argus Publishers Corp.
PO Box 49659
Los Angeles, CA 90049
(213)820-3601
Jerry Ballard, adv. dir.
Bob Denton, adv. mgr.
**Automotive; Camping/Outdoor living; Men's interests**

**OFFICIAL AMERICAN HORSEMAN**
Countrywide Publications
257 Park Ave. S
New York, NY 10010
(212)777-4200
Myron Fass, pub.
Bob Caldwell, adv. mgr.
**Horses**



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New York, NY 10017
212/682-5844

**Published Quarterly**

**OFFICIAL DETECTIVE GROUP (5 TITLES)**
R. G. H. Publishing Corp.
235 Park Ave. S
New York, NY 10003
(212)777-0800
Maurice Rosenfield, pub.
John Burriesci, adv. dir.
**Entertainment; Men's interests**

**OFFICIAL DOGS**
Countrywide Publications
257 Park Ave. S
New York, NY 10010
(212)777-4200
Myron Fass, pub.
Bob Caldwell, adv. mgr.
**Home/Family relations**

**OFFICIAL MAGAZINE OF 13TH OLYMPIC WINTER GAMES—LAKE PLACID 1980**
Seidler, Ludwig & Shpack
15 E 75th St.
New York, NY 10021
(212)472-2924
Ted Shpack, pub.
Jeffrey Alan Associates, adv. dir.
**Sports**

**OHIO MAGAZINE**
O Magazine, Inc.
41 S High St.
Columbus, OH 43215
(614)556-9200
Robert Burdock, pub.
J. Porter, assoc. pub.
**City/State/Regional**

**OHIO MOTORIST**
AAA-Ohio Motorists Assn.
6000 S Marginal
PO Box 6159
Cleveland, OH 44101
(216)579-6236
Ohio Motorists Assn., pub.
A.K. Murway. Jr., editor
**Automotive; Men's interests; Travel**

**OKLAHOMA MONTHLY MAGAZINE**
5500 N Lincoln
Oklahoma City, OK 73105
(405)521-1152
Thomas D. Boettcher, pub.
Judy Colonnese, adv. mgr.
**City/State/Regional**

**OLD CARS**
Krause Publications
700 E State St.
Iola, WI 54945
(715)445-2214
Chester L. Krause, pub.
Tom Francis, adv. dir.
**Crafts/Hobbies**

**OLD CARS PRICE GUIDE**
Krause Publications
700 E State St.
Iola, WI 54945
(715)445-2214
Chester L. Krause, pub.
Tom Francis, adv. dir.
**Crafts/Hobbies**

**OLD FARMER'S ALMANAC**
Yankee, Inc.
Dublin, NH 03444
(603)563-8111
C. R. Trowbridge, pub.
Robert Pettegrew, adv. dir.
**Rural living**

**OLD MOORE'S ASTROLOGICAL ALMANACK**
Dell Publishing Co.
245 E 47 St.
New York, NY 10017
(212)832-7300
Philip R. Zito, adv. mgr.
**Rural living**

**OMAHA**
Omaha, The City Magazine, Inc.
1517 Harney St.
Omaha, NE 68102
(402)342-8365
R. L. Mueller, pub.
Michael O. Klug, adv. mgr.
**City/State/Regional**

**OMNI**
Penthouse Publications
909 Third Ave.
New York, NY
(212)593-3301
Bob Guccione, pub.
Beverly Wardale, adv. mgr.
**Mechanics/Science/Electronics**

**ONCE MAGAZINE**
13/21 Corp.
2777 Summer St.
Stamford, CT 06905
(203)348-1321
George W. Schiele, pub.
Robert G. Gelderman, adv. mgr.
**Women's service; Youth**

**ONCOMPUTING (5/79)**
BYTE Publications, Inc.
70 Main St.
Peterborough, NH 03458
(603)924-7217
Virginia Londoner, pub.
Patricia Burgess, adv. dir.
**Mechanics/Science/Electronics**

**101 ELECTRONIC PROJECTS**
Davis Publications, Inc.
380 Lexington Ave.
New York, NY 10017
(212)557-9100
Joel Davis, pub.
Ralph Vega, adv. mgr.
**Crafts/Hobbies; Mechanics/Science/Electronics**

**101 HOME PLANS**
Davis Publications, Inc.
380 Lexington Ave.
New York, NY 10017
(212)557-9100
Joel Davis, pub.
Jim Capello, adv. mgr.
**Business**

**1,001 DECORATING IDEAS**
Family Media, Inc.
149 Fifth Ave.
New York, NY 10010
(212)677-0870
Robert M. Thorsen, pub.
**Home/Family relations**

**1001 TRUCK & VAN IDEAS**
Argus Publishers Corp.
12301 Wilshire Blvd.
Los Angeles, CA 90025
(213)820-3601
George Elliott, pub.
Robert B. Emerson, adv. mgr.
**Men's interests**

**OPERA NEWS**
Metropolitan Opera Guild
1865 Broadway
New York, NY 10023
(212)582-7500
C. J. Luten, adv. mgr.
**Entertainment**

**OREGON MAGAZINE**
New Oregon Publishers
208 SW Stark
Portland, OR 97202
(503)223-0304
Win McCormack, pub.
Bill Harper, adv. mgr.
**City/State/Regional**

**ORGANIC GARDENING**
Rodale Press, Inc.
33 E Minor St.
Emmaus, PA 18049
(215)967-5171
Sanford T. Beldon, pub.
James W. Stitt, adv. mgr.
**Home/Family relations; Mechanics/Science/Electronics**

**ORGANIZATIONS (9/79)**
Venture Publishing Co.
155 W 72 St., Ste. 604
New York, NY 10023
(212)873-7580
H.E. Fischer, pub.
Robert Hess, adv. dir.
**Business; Fraternal/Labor/Civic; National merchandise catalogs**

**ORLANDO-LAND MAGAZINE**
Orlando-Land Publishing Co.
PO Box 2207
Orlando, FL 32802
(305)644-3355
E. L. Prizer, pub.
Carole De Pinto, adv. mgr.
**City/State/Regional**

**OUI**
Playboy Publications, Inc.
747 Third Ave.
New York, NY 10017
(212)593-3670
Hugh M. Hefner, pub.
James T. Brown, Jr., adv. dir.
**Men's interests**

**OUR SUNDAY VISITOR**
Our Sunday Visitor, Inc.
Huntington, IN 46750
(219)356-8400
Albert J. Nevins, pub.
Thomas Murphy, adv. dir.
**Religion**

**OUTDOOR AMERICA**
The Izaak Walton League of America, Inc.
1800 N Kent St.
Ste. 806
Arlington, VA 22209
(703)528-1818
Fred Vallejo, editor
**Camping/Outdoor living; Political/Social issues**

**OUTDOOR LIFE**
Times Mirror Magazines, Inc.
380 Madison Ave.
New York, NY 10017
(212)687-3000
Stuart Bernard, pub.
Louis George Pepe, adv. mgr.
**Camping/Outdoor living; Men's interests**

**OUTDOOR LIFE'S 1979 GUIDE TO FISHING THE MIDWEST**
Times Mirror Magazines, Inc.
380 Madison Ave.
New York, NY 10017
(212)687-3000
Stuart Bernard, pub.
Wayne A.Novak, adv. mgr.
**Camping/Outdoor living**

**OUTDOOR LIFE'S 1979 GUIDE TO FISHING THE SOUTH (1/79)**
Times Mirror Magazines, Inc.
380 Madison Ave.
New York, NY 10017
(212)687-3000
Stuart Bernard, pub.
Wayne A.Novak, adv. mgr.
**Camping/Outdoor living**

**OUTDOOR LIFE'S 1979 GUIDE TO HUNTING THE MIDWEST**
Times Mirror Magazines, Inc.
380 Madison Ave.
New York, NY 10017
(212)687-3000
Stuart Bernard, pub.
Louis George Pepe, adv. mgr.
**Camping/Outdoor living**

**THE OUTDOOR PRESS**
2012 Ruby St.
Spokane, WA 99207
(509)328-9392
Fred L. Peterson, pub.
**Boating; Camping/Outdoor living**

**OZARK FLIGHTIME**
East/West Network, Inc.
488 Madison Ave.
New York, NY 10022
(212)937-5810
Jeffrey S. Butler, pub.
John F. Dunn, adv. mgr.
**Inflight**

## P

**PACIFIC BOATING ALMANAC**
Western Marine Enterprises, Inc.
Box Q
Ventura, CA 93001
William Berssen, pub.
Barry Labow, adv. mgr.
**Boating**

**PACIFIC SEARCH**
Pacific Search Press
715 Harrison
Seattle, WA 98109
(206)682-5044
Harriett Bullitt, pub.
Carolyn Colvin, adv. dir.
**City/State/Regional**

**PADDLE WORLD**
Circle Publications, Inc.
37 Quade St.
Glens Falls, NY 12801
(518)792-7075
Howard W. Nason, pub.
Alan R. Nason, adv. mgr.
**Sports**

**PAG (PETERSEN ACTION GROUP) (10 TITLES)**
Petersen Publishing Co.
8490 Sunset Blvd.
Los Angeles, CA 90069
(213)657-5100
Jim P. Walsh, adv. dir.
**Automotive; Camping/Outdoor living; Men's interests**

**PALM BEACH LIFE MAGAZINE**
Palm Beach Newspapers
265 Royal Poinciana Way
PO Box 1176
Palm Beach, FL 33480
(305)655-5755
Agnes Ash, pub.
Jerry Hastings, adv. mgr.
**City/State/Regional; Society**

**PALM SPRINGS LIFE MAGAZINE**
Desert Publications, Inc.
250 E Palm Canyon Dr.
Palm Springs, CA 92262
(714)325-2333
Milton W. Jones, pub.
**Beauty/Fashion; City/State/Regional; Society**

**PAN AM CLIPPER**
East/West Network, Inc.
488 Madison Ave.
New York, NY 10022
(212)937-5810
Jeffrey S. Butler, pub.
John F. Dunn, adv. mgr.
**Inflight**

**PARADE**
Parade Publications
750 Third Ave.
New York, NY 10017
(212)953-7500
Warren Reynolds, pub.
Garey Symington, adv. mgr.
**General editorial; Newspaper distributed magazines**

**PARAPLEGIA NEWS**
5201 N 19 Ave., Ste. 108
Phoenix, AZ 85015
(602)246-9426
Cliff Crase, pub.
Dennis Quirk (Chicago), adv. dir.
**General editorial; Home/Family relations; Military**

**PARENTS**
Parents Magazine Enterprises
52 Vanderbilt Ave.
New York, NY 10017
(212)661-9080
John G. Hahn, pub., adv. dir.
**Food/Home entertainment; Home/Family relations; Women's service**

**PARK AVENUE SOCIAL REVIEW**
250 Park Ave.
New York, NY 10017
(212)986-7488
Marion L. Damroth, editor
Dorothy Wilcock, adv. mgr.
**Society**

**PASSAGES (NORTHWEST AIRLINES)**
The Webb Co.
1999 Shepard Rd.
St. Paul, MN 55116
(612)647-7323
Robert M. Halverson, mgr., adv. mgr.
**Inflight**

**PENNSYLVANIA ILLUSTRATED**
PO Box 246
S 19 St.
Camp Hill, PA 17011
(717)761-6605
Harold J. Batsch, pub.
Marietta Egervary-Lynch, adv. mgr.
**City/State/Regional**

**PENNSYLVANIA'S OUTDOOR PEOPLE**
Pardawell Enterprises
610 Beatty Rd.
Monroeville, PA
(412)243-3335
James Steele, pub.
Tom Price, adv. dir.
**Boating; Camping/Outdoor living; City/State/Regional**

**PENTHOUSE**
Penthouse International
909 Third Ave.
New York, NY 10022
(212)593-3301
Bob Guccione, pub.
Marianne Howatson, adv. dir.
**Men's interests**

**PEOPLE WEEKLY**
Time, Inc.
Time & Life Building
Rockefeller Center
New York, NY 10020
(212)586-1212
Richard Durrell, pub.
Richard Thomas, adv. mgr.
**General editorial**

**PERFORMING ARTS NETWORK (4 TITLES)**
9348 Santa Monica Blvd.
Beverly Hills, CA 90210
(213)274-8728
Herbert Glass, pub.
Irwin Fries, adv. mgr.
**City/State/Regional; Entertainment**

**PERSONAL COMPUTING**
Benwill Publishing Corp.
1050 Commonwealth Ave.
Boston, MA 02215
(617)232-5470
H. G. Buchbinder, pub.
Arthur A. Daks, adv. dir.
**Business; Crafts/Hobbies; Mechanics/Science/Electronics**

**PERSONAL ROMANCES**
Ideal Publishing Corp.
2 Park Ave.
New York, NY 10016
(212)683-4200
Phil Hirsch, pub.
**Romance/Fan**

**PET NEWS**
Educational Pet Journal, Inc.
44 Court St.
Brooklyn, NY 11201
(212)858-8558
Thomas Nova Ferentinos, Ph.D., pub.
Bob Carmine, adv. dir.
**Home/Family relations; Horses; Youth**

**PHILADELPHIA BULLETIN'S DISCOVER**
Bulletin Co.
30 & Market St.
Philadelphia, PA 19101
(215)662-7545
William L. McLean, III, pub.
Richard J. McClennen, adv. dir.
**City/State/Regional; General editorial; Newspaper distributed magazines**

**PHILADELPHIA INQUIRER'S TODAY**
Philadelphia Newspapers, Inc.
400 N Broad St.
Philadelphia, PA 19101
(215)854-2405
John B. Parichy, adv. dir.
**Newspaper distributed magazines**

**PHILADELPHIA MAGAZINE**
Municipal Publications, Inc.
1500 Walnut St.
Philadelphia, PA 19102
(215)545-3500
D. Herbert Lipson, pub.
Frank X. DeLone, adv. mgr.
**City/State/Regional**

**PHOENIX LIVING (12/78)**
Baker Publications, Inc.
4621 N 16 St.
Ste. 305
Phoenix, AZ 85016
(602)279-2394
C. Don Baker, pub.
B. B. Baker, adv. dir.
**City/State/Regional; Entertainment; Home/Family relations**

**PHOENIX MAGAZINE**
Phoenix Magazine Publishing, Inc.
4707 N 12 St.
Phoenix, AZ 85014
(602)248-8900
Kenneth A. Welch, pub.
Richard D. Moore, adv. dir.
**City/State/Regional**

**PHOTOGRAPHIC MAGAZINE**
Petersen Publishing Co.
8490 Sunset Blvd.
Los Angeles, CA 90069
(213)657-5100
Paul Farber, pub.
Jim P. Walsh, adv. dir.
**Photography**

**PHOTOPLAY**
MacFadden Women's Group, Inc.
215 Lexington Ave.
New York, NY 10016
(212)340-7500
John J. Fitzpatrick, pub.
**Romance/Fan**

**PICKUP, VAN & 4WD**
CBS Publications
1499 Monrovia Ave.
Newport, CA 92663
(714)646-4451
Richard A. Bartkus, pub.
Brian Van Mols, adv. mgr.
**Automotive**

**PIMIENTA MAGAZINE**
Pimienta Publishing Corp.
6360 NE 4 Ct.
Miami, FL 33138
(305)751-1181
W. Allan Sandler, adv. mgr.
**Men's interests**

**PITTSBURGH MAGAZINE**
Metropolitan Pittsburgh Public Broadcasting
4802 Fifth Ave.
Pittsburgh, PA 15213
(412)622-1360
Russ Martz, pub.
Jim Hobbins, adv. mgr.
**City/State/Regional**

**PITTSBURGH PRESS ROTO MAGAZINE**
Pittsburgh Press
PO Box 566
Pittsburgh, PA 15230
(412)263-1100
Robert Hartmann, pres. & bus. mgr.
Robert J. O'Connell, adv. dir.
**Newspaper distributed magazines**

**THE PITTSBURGHER MAGAZINE**
City Communications, Inc.
Express House
Station Square
Pittsburgh, PA 15219
(412)281-9716
Richard M. Scaife, pub.
Daniel C. Martini, adv. mgr.
**City/State/Regional**

**PLANE & PILOT**
Werner Corp.
606 Wilshire Blvd.
#100
Santa Monica, CA 90401
(213)451-1423
John F. Gorsuch, pub.
Caryn Veasy, adv. admin.
**Flying**

**PLANTS ALIVE MAGAZINE**
Plants, Inc.
2603 Third Ave.
Seattle, WA 98121
(206)623-9364
Ted Marston, pub.
Roy Stigers, adv. sales dir.
**Home/Family relations**

**PLAYBILL—BOSTON**
Playbill
263 Summer St.
Boston, MA 02110
(617)423-3400, NYC (212) 751-9550
Rita Fucillo, pub.
K. Mack Thames, adv. mgr.
L. Robert Charles (NY), gen. sales dir.
**City/State/Regional; Entertainment**

**PLAYBILL—FLORIDA**
Florida Playbill Publishing, Inc.
407 Lincoln Rd.
Miami Beach, FL 33139
(315)672-4100
Leslie J. Feldman, pub.
Arthur Burrell, adv. mgr.
**City/State/Regional; Entertainment**

**PLAYBILL—NEW YORK**
American Theatre Press
151 E 50 St.
New York, NY 10022
(212)751-9550
Arthur T. Birsh, pub.
L. Robert Charles, adv. mgr.
**City/State/Regional; Entertainment**

**PLAYBILL—PHILADELPHIA/ BALTIMORE**
Playbill
210 N 13 St.
Philadelphia, PA 19107
(215)568-1180, NYC (212) 751-9550
Ira Kamens, pub.
Andrew J. Young, adv. mgr.
L. Robert Charles (NY), gen. sales dir.
**City/State/Regional; Entertainment**

**PLAYBOY**
Playboy Enterprises, Inc.
919 N Michigan Ave.
Chicago, IL 60611
(312)751-8000
Nat Lehrman, pub.
Henry Marks, adv. mgr.
**Men's interests**

**PLAYSURE MAGAZINE**
3105 FM 1960 W
Houston, TX 77068
(713)440-7256
R. L. Malloy, pub.
Jack Milton, adv. dir.
**City/State/Regional; Entertainment; General editorial**

**PLEASURE BOATING**
Wet Set Publishing, Inc.
1995 NE 150 St.
N Miami, FL 33181
(305)945-7403
R. L. Ulrich, pub.
Dan White, adv. mgr.
**Boating; Men's interests; Sports**

**POLITICAL SCIENCE QUARTERLY**
The Academy of Political Science
619 W 114 St.
Ste. 500
New York, NY 10025
(212)866-6752
Willard V. Farr, bus. mgr.
**Political/Social issues**

**POLITICS TODAY**
Forum Communication
420 Lexington Ave.
New York, NY 10017
(212)867-8329
James L. Bartlett III, pub.
Charles D. Colletti, adv. mgr.
**Political/Social issues**

**POPULAR CERAMICS**
Popular Ceramics
6011 Santa Monica Blvd.
Los Angeles, CA 90038
(213)469-3942
Terry O'Neill, pub.
Sandy Moll, adv. dir.
**Crafts/Hobbies**

**POPULAR ELECTRONICS**
Ziff-Davis Publishing Co.
1 Park Ave.
New York, NY 10016
(212)725-3516
Joe Mesics, pub.
**Mechanics/Science/Electronics**

**POPULAR ELECTRONICS COMMUNICATIONS HANDBOOK**
Ziff-Davis Publishing Co.
1 Park Ave.
New York, NY 10016
(212)725-7545
Joe Mesics, pub.
**Crafts/Hobbies; Mechanics/Science/Electronics; Men's interests**

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Ziff-Davis Publishing Co.
1 Park Ave.
New York, NY 10016
(212)725-7545
Joe Mesics, pub.
**Crafts/Hobbies; Mechanics/Science/Electronics; Men's interests**

**POPULAR HOT RODDING**
Argus Publishers Corp.
Box 49659
Los Angeles, CA 90049
(213)820-3601
George Elliott, pub.
Bill Lloyd, adv. dir.
Dave McClelland, adv mgr.
**Automotive; Men's interests**

**POPULAR MECHANICS**
The Hearst Corp.
224 W 57 St.
New York, NY 10019
(212)262-4282
Joseph F. Kern, pub.
Daniel J. Coleman, adv. mgr.
**Crafts/Hobbies; Mechanics/Science/Electronics; Men's interests**

**POPULAR PHOTOGRAPHY**
Ziff-Davis Publishing Co.
1 Park Ave.
New York, NY 10016
(212)725-7545
Sidney Holtz, pub.
Julian Weiss, adv. mgr.
**Men's interests; Photography**

**POPULAR PHOTOGRAPHY'S 35MM PHOTOGRAPHY**
Ziff-Davis Publishing Co.
1 Park Ave.
New York, NY 10016
(212)725-7545
Sid Holtz, pub.
**Men's interests; Photography**

**POPULAR PHOTOGRAPHY'S COLOR PHOTOGRAPHY**
Ziff-Davis Publishing Co.
1 Park Ave.
New York, NY 10016
(212)725-7545
Sid Holtz, pub.
Gary Huber, adv. mgr.
**Men's interests; Photography**

**POPULAR PHOTOGRAPHY'S HOW-TO GUIDE**
Ziff-Davis Publishing Co.
1 Park Ave.
New York, NY 10016
(212)725-7545
Sidney Holtz, pub.
Gary Huber, adv. mgr.
**Men's interests; Photography**

**POPULAR PHOTOGRAPHY'S PHOTO DIRECTORY & BUYING GUIDE**
Ziff-Davis Publishing Co.
1 Park Ave.
New York, NY 10016
(212)725-7545
Sid Holtz, pub.
**Men's interests; Photography**

**POPULAR PHOTOGRAPHY'S PHOTOGRAPHY ANNUAL**
Ziff-Davis Publishing Co.
1 Park Ave.
New York, NY 10016
(212)725 7545
Sid Holtz, pub.
**Men's interests; Photography**

**POPULAR SCIENCE**
Times Mirror Magazines, Inc.
380 Madison Ave.
New York, NY 10017
(212)687-3000
Francis X. Wilkinson, pub., adv. mgr.
**Automotive; Mechanics/Science/Electronics**

**PORTFOLIO (4/79)**
Grosvenor Publications, Inc.
271 Madison Ave.
New York, NY 10016
(212)686-2112
Edwin S. Grosvenor, pub.
Donald C. Mann, adv. dir.
**Crafts/Hobbies; Photography**

**THE PORTLAND MAGAZINE**
Portland Chamber of Commerce
824 SW Fifth Ave.
Portland, OR 97204
(503)228-9411
Rolv H. Schillios, adv. dir.
**Business; City/State/Regional; Travel**

**PRACTICAL HORSEMAN**
Pennsylvania Horse, Inc.
225 S Church St.
West Chester, PA 19380
(215)692-6220
Lua Southard, adv. mgr.
**Horses**

**PRAIRIE FARMER**
Farm Progress Publications
2001 Spring Rd.
Oak Brook, IL 60521
(312)323-3800
Richard Albrecht, pub.
Don Nicolay, natl. adv. dir.
**Rural living**

**PRESBYTERIAN SURVEY**
Presbyterian Church in the United States
341 Ponce de Leon Ave., NE
Atlanta, GA 30308
(404)873-1531
Presbyterian Church in the U.S., pub.
Camille Gaffron, adv. mgr.
**Religion**

**PREVENTION**
Rodale Press, Inc.
33 E Minor St.
Emmaus, PA 18049
(215)967-5171
Marshall Ackerman, pub.
William Battista, adv. dir.
Cerf Berkley, adv. mgr.
**Home/Family relations; Senior citizens; Women's service**

**PRIME TIME (1/80)**
Prime Time Publications, Inc.
1700 Broadway
New York, NY 10019
(212)977-7150
David M. O'Brasky, exec. vp
Sue Swarzman, adv. dir.
**General editorial; Home/Family relations; Travel**

**PRIVATE PILOT**
Macrol Communications Corp.
8322 Beverly Blvd.
Los Angeles, CA 90048
(213)655-9775
Norman Ridker, pub.
E Mark Young, adv. mgr.
**Flying**

**PRO FOOTBALL WEEKLY**
Pro Football Weekly, Inc.
2800 W Peterson Ave.
Chicago, IL 60659
(312)338-2000
Arthur S. Arkush, pub.
Hub Arkush, adv. mgr.
**Sports**

**PROGRESSIVE FARMER**
PO Box 2581
Birmingham, AL 35202
(205)870-4440
Emory O. Cunningham, pub.
Jerry Jehle, adv. dir.
**Rural living**

**PSA CALIFORNIA**
East/West Network, Inc.
488 Madison Ave.
New York, NY 10022
(212)838-2826
Jeffrey S. Butler, pub.
John F. Dunn, adv. mgr.
**Inflight**

**PSA JOURNAL**
Photographic Society of Amer.
2005 Walnut St.
Philadelphia, PA 19103
(215)563-1663
Martin R. Klitten, adv. dir.
**Photography**

**PSYCHOLOGY TODAY**
Ziff-Davis Publishing Co.
1 Park Ave.
New York, NY 10016
(212)725-3900
Gerald Hotchkiss, pub.
Donald Reis, adv. dir.
**General editorial; Home/Family relations; Political/Social issues**

**PURE-BRED DOGS/AMERICAN KENNEL GAZETTE**
American Kennel Club
51 Madison Ave.
New York City, NY 10010
(212)481-9200
Page Whidden, adv. dir.
**Home/Family relations; Society**

## Q

**THE QUARTER HORSE JOURNAL**
The American Quarter Horse Assn.
3014 W 10
Amarillo, TX 79109
(806)376-4811
Jim Anney, adv. mgr.
**Horses**

**QUEST/79**
1133 Ave. of the Americas
New York, NY 10036
(212)764-3754
Robert Shrayerson, pub.
George K. Smith, adv. mgr.
**General editorial**

## R

**RACE & RALLY MAGAZINE**
Race & Rally Magazine
PO Box 182
Alexandria, MN 56308
(612)763-5411
Jim Beilke, pub., adv. mgr.
**Camping/Outdoor living**

**RACECAR**
Formula Enterprises
11322 Idaho Ave.
Los Angeles, CA 90025
(213)478-0775
John Benton, pub.
Jim MacQueen, adv. dir.
**Automotive**

**RACQUET**
Reflex Sports, Inc.
342 Madison Ave.
New York, NY 10017
(212)687-2370
G. J. Iabaral, pub.
Georrgenne Wheeler, adv. mgr.
**Sports**

**RACQUETBALL ILLUSTRATED**
Unique Publications
7011 Sunset Blvd.
Los Angeles, CA 90028
(213)467-1300
Curtis F. Wong, pub.
Rocco Zappia, Jr., adv. mgr.
**Sports**

**RANCH & COAST**
Ranch & Coast Publishing Co., Inc.
PO Drawer Q
Rancho Santa Fe, CA 92067
(714)756-2413
Ruth Giffin, pub./adv. dir.
**City/State/Regional**

**RAVINIA FESTIVAL PROGRAM**
Midwest Publishing Co., Inc.
8328 N Lincoln
Skokie, IL 60077
(312)674-0734, 539-8540
Len Berman, pub.
Al Berman, adv. dir.
**Entertainment**

**READER'S DIGEST**
Reader's Digest Assoc.
200 Park Ave.
New York, NY 10017
(212)972-4000
Charles D. Heplar, pub.
James T. Sheridan, adv. dir.
**General editorial**

**REALITES (12/78)**
Realites USA Publications, Inc.
132 Welsh Rd.
Horsham, PA 19044
NYC (212) 657-4600
Paul Jacquet, pub.
Brendan Kelly, adv. mgr.
**Crafts/Hobbies; Society; Travel**

**REASON**
Reason Foundation
Box 40105
Santa Barbara, CA 93103
(804)964-3561
Robert Poole, Jr., pub.
Bill Burt, adv. mgr.
**General editorial**

**REDBOOK**
Charter Publishing Co.
230 Park Ave.
New York, NY 10017
(212)983-3200
Thomas M. Kenney, pub.
Brian E. McCabe, adv. dir.
**Women's service**

**REDBOOK'S BE BEAUTIFUL**
Charter Publishing Co.
230 Park Ave.
New York, NY 10017
(212)983-3200
Thomas M. Kenney, pub.
Brian E. McCabe, adv. dir.
**Beauty/Fashion; Women's service**

**REDBOOK'S YOUNG MOTHER**
Charter Publishing Co.
230 Park Ave.
New York, NY 10017
(212)983-3200
Thomas M. Kenney, pub.
Brian E. McCabe, adv. dir.
**Home/Family relations; Women's service**

**THE RETIRED OFFICER**
Retired Officers Assn.
201 N Washington St.
Alexandria, VA 22314
(703)549-2311
Ronald P. H. Antaya, adv. dir.
**Military**

**RETIREMENT LIFE**
Nat. Assn. of Ret. Fed. Employees
1508 19 St. NW
Washington, DC 20036
(202)232-4000
Michael Nave, pub.
Bobbi Beck, adv. dir.
**Fraternal/Labor/Civic; Political/Social issues; Senior citizens**

**RICHMOND MAGAZINE**
Virginia Magazine, Inc.
701 E Franklin
Ste. 1100
Richmond, VA 23219
(804)644-1800
Hanes Byerly, pub.
Roger Moxley, adv. mgr.
**City/State/Regional**

**RIDER**
Trailer Life Publishing, Inc.
29901 Agoura Rd.
Agoura, CA 91301
(213)991-4980
Denis M. Rouse, pub.
Alan Herr, adv. dir.
**Automotive; Sports; Travel**

**ROAD & TRACK**
CBS Publications
1499 Monrovia Ave.
Newport Beach, CA 92663
(714)646-4451
Richard A. Bartkus, pub.
H. Clifford Parris, adv. mgr.
**Automotive**

**ROAD KING MAGAZINE**
William A. Coop, Inc.
233 E Erie
Chicago, IL 60611
(312)664-2959
William A. Coop, pub.
Richard Hanrahan, adv. dir.
**Automotive**

**ROAD RIDER**
Road Rider
920 Glenneyre
Ste. RR
Laguna Beach, CA 92651
(714)494-1104
Roger Hull, pub.
PB & Associates, Peggy Bilous, Mary McGee, adv. dirs.
**Automotive; Camping/Outdoor living; Sports**

**THE ROANOKER**
Leisure Publishing Co.
PO Box 12567
Roanoke, VA 24026
(703)989-6138
Richard Wells, pub.
Carolyn Bratton, adv. dir.
**City/State/Regional**

**RODEO NEWS**
Rodeo News
PO Box 587
Pauls Valley, OK 73075
(405)238-3310
Chuck Smith, pub.
Marty Martins, adv. mgr.
**Business; Horses; Sports**

**ROLLERSKATING MAGAZINE (1/79)**
Surfer Publishing Group
33046 Calle Aviador
San Juan Capistrano, CA 92675
(714)496-5922
David H. Dash, pub.
Phil Albright, adv. mgr.
**Sports**

**ROLLING STONE**
745 Fifth Ave.
New York, NY 10022
(212)758-3800
Jann S. Wenner, pub.
D. Claeys Bahrenburg, adv. dir.
**Entertainment; General editorial**

**THE ROTARIAN**
Rotary International
1600 Ridge Ave.
Evanston, IL 60201
(312)328-0100
L. S. Klepfer, adv. mgr.
**Fraternal/Labor/Civic; Men's interests**

**RUNNER'S WORLD**
Runner's World Magazine Co.
1400 Sterlin Rd.
Mt. View, CA 94022
(415)965-8777
Bob Anderson, pub.
Larry Tunis, adv. dir.
**Home/Family relations; Sports**

**THE RUNNER**
New Times Communications Corp.
1 Park Ave.
New York, NY 10016
(212)889-6900
George A. Hirsch, pub.
John Abbott, adv. mgr.
**Sports**

**RV CAMPGROUND & SERVICES DIRECTORY**
Trailer Life Publishing, Inc.
29901 Agoura Rd.
Agoura, CA 91301
(213)991-4980
Denis M. Rouse, pub.
Alan F. Herr, adv. dir.
**Automotive; Camping/Outdoor living; Travel**

## S

**SA MAGAZINE (SAN ANTONIO)**
Metro Press, Inc.
PO Box 12690
San Antonio, TX 78212
(512)224-1651
Randall Benham, pub.
Todd Jones, adv. dir.
**City/State/Regional**

**SADDLE & BRIDLE**
Saddle & Bridle, Inc.
2333 S Brentwood Blvd.
St. Louis, MO 63144
(314)961-8989
William H. Thompson, pub.
**Horses; Sports**

**SAIL**
United Marine Publishing
38 Commercial Wharf
Boston, MA 02110
(617)723-5800
Bernard Goldhirsh, pub.
Richard Devlin, adv. mgr.
**Boating**

**SAILBOAT & EQUIPMENT DIRECTORY**
United Marine Publishing
38 Commercial Wharf
Boston, MA 02110
(617)227-4700
Donald A. Macaulay, pub.
Ian A. Duncan, adv. mgr.
**Boating**

**SAILING**
Port Publications
125 E Main St.
Port Washington, WI 53074
(414)284-2626
John F. (Jake) Price, adv. dir.
**Boating**

**SAINT LOUIS HOME/GARDEN (5/79)**
St. Louis Home & Garden Magazine, Inc.
10300 Watson Rd.
St. Louis, MO 63127
(314)965-1234
Jack Bick, pub.
Carl Harris, adv. dir.
**City/State/Regional; Food/Home entertainment; Home/Family relations**

**SALESMAN'S OPPORTUNITY**
Opportunity Press, Inc.
6 N Michigan Ave.
Chicago, IL 60602
(312)346-4790
Virginia M. Cooling, adv. dir.
**Business**

**SALT WATER SPORTSMAN**
Salt Water Sportsman
10 High St.
Boston, MA 02110
(617)426-4074
Hal Lyman, pub.
E. F. "Spider" Andresen, adv. mgr.
**Boating; Camping/Outdoor living**

**SAN ANTONIO LIVING**
Baker Publications, Inc.
84 NE Loop 410
Ste. 256W
San Antonio, TX 78216
(512)349-3870
C. Don Baker, pub.
T. E. Beaird, adv. dir.
**City/State/Regional; Entertainment; Home/Family relations**

**SAN DIEGO MAGAZINE**
San Diego Magazine Publishing Co.
PO Box 81809
San Diego, CA 92138
(714)222-0325
Edwin Self & Gloria Self, pub.
Elizabeth Zongker, adv. mgr.
**City/State/Regional**

**SAN FRANCISCO**
San Francisco Magazine, Inc.
631 Howard St.
San Francisco, CA 94105
(415)777-5555
James C. Clark, pub.
Lew Randall, adv. mgr.
**City/State/Regional**

**SAN FRANCISCO EXAMINER'S CALIFORNIA LIVING**
San Francisco Examiner
925 Mission St.
San Francisco, CA 94103
(415)397-5700
R. Murphy, pub.
R. La Fontaine, adv. mgr.
**Newspaper distributed magazines**

**SAN GABRIEL VALLEY TRIBUNE'S WEEKENDER**
San Gabriel Valley Tribune
PO Box 1259
Covina, CA 91722
(213)962-8811
Chuck M. Rathbun, adv. dir.
**Newspaper distributed magazines**

**SAN JOSE MAGAZINE**
FRS Publications, Inc.
1190 Coleman Ave.
San Jose, CA 95110
(408)727-2200
Del P. Henry, pub.
Robert W. Willard, adv. mgr.
**City/State/Regional**

**SAN JOSE MERCURY-NEWS' CALIFORNIA TODAY**
San Jose Mercury-News
750 Ridder Park Dr.
San Jose, CA 95190
(408)289-5000
P. Anthony Ridder, pub.
Tom Hausler, adv. mgr.
**Newspaper distributed magazines**

**SANDLAPPER**
Greystone Publishers, Inc.
PO Box 1668
Columbia, SC 29202
(803)738-9586
Gerald D. Drucker, pub.
Charles Alexander, adv. mgr.
**City/State/Regional**

**SANTA BARBARA**
The California Press, Inc.
123 W Padre
Santa Barbara, CA 93105
David W. Fritzen, pub.
Donald V. Fritzen, adv. dir.
**City/State/Regional**

**SARASOTA HERALD TRIBUNE'S FLORIDA WEST**
Sarasota Herald Tribune
PO Box 1719
Sarasota, FL 33578
(813)953-7755
David B. Lindsay, Jr., editor
Jack Miller, adv. mgr.
**City/State/Regional; Newspaper distributed magazines**

**SARASOTA TOWN & COUNTY**
Sarasota Publishing Corp.
PO Box 3555
Sarasota, FL 33578
(813)922-3628
Greg Oliver, pub.
Jim Peterson, sales mgr.
**City/State/Regional**

**THE SATURDAY EVENING POST**
The Curtis Publishing Co.
1100 Waterway Blvd.
Indianapolis, IN 46202
(317)634-1100
Dr. Cory Ser Vaas, pub.
Don Sutton, mktg. dir.
**Entertainment; General editorial**

**SATURDAY REVIEW**
Saturday Review Magazine Corp.
1290 Ave. of the Americas
New York City, NY 10017
(212)246-9700
James E. Broadwater, pub.
Jay Stelzer, sales mgr.
**General editorial; Political/Social issues**

**SCENE (7/79)**
Dorn Communications
7101 York Ave. S
Minneapolis, MN 55435
(612)835-6855
Allan Duerr, pub.
Wesley Bergstrom, adv. mgr.
**Inflight**

**SCHOLASTIC COACH**
Scholastic Magazines, Inc.
50 W 44 St.
New York, NY 10036
(212)867-7700
M. Arthur Neiman, pub.
**Sports; Youth**

**SCHOLASTIC NEWSTIME**
Scholastic Magazines, Inc.
50 W 44 St.
New York, NY 10036
(212)867-7700
Steven Swett, pub.
Edward Chenetz, adv. dir.
**Youth**

**SCHOLASTIC SENIOR GROUP**
Scholastic Magazines, Inc.
50 W 44 St.
New York, NY 10036
(212)867-7700
Steven C. Swett, pub.
Edward Chenetz, adv. dir.
**Youth**

**SCHOLASTIC WHEELS**
Scholastic Magazines, Inc.
50 W 44 St.
New York, NY 10036
(212)867-7700
Steven C. Swett, pub.
Edward Chenetz, adv. dir.
**Automotive; Youth**

**SCHOOL GUIDE**
The Catholic News Publishing Co.
80 W Broad St.
Mt. Vernon, NY 10552
(914)664-8100
Victor L. Bidder, Jr., pub.
Thomas M. White, adv. mgr.
**Home/Family relations**

**SCHWANN CATALOG**
ABC Leisure Magazines, Inc.
The Publishing House
Gt. Barrington, MA 01230
(413)528-1300
Warren B. Syer, pub.
Robert J. Ur, adv. dir.
**Entertainment**

**SCIENCE & MECHANICS**
Davis Publications, Inc.
380 Lexington Ave.
New York, NY 10017
(212)557-9100
Joel Davis, pub.
Jim Capello, adv. mgr.

**SCIENCE 80 (10/79)**
American Assn. for the Advancement of Science
1515 Massachusetts Ave., NW
Washington, DC 20005
(202)467-5200, NYC (212) 921-9488
William Carey, pub.
Marjorie Weiss (NYC), adv. dir.
**General editorial; Mechanics/Science/Electronics**

**SCIENCE DIGEST**
The Hearst Corp.
224 W 57 St.
New York, NY 10019
(212)262-4277
Daniel Button, editor
Gerald B. Connors, adv. mgr.
**Mechanics/Science/Electronics**

**SCIENCE NEWS**
1719 N St., NW
Washington, DC 20036
(802)867-5581
E. G. Sherburne, pub.
Fred W. Dieffenbach, adv. mgr.
**Mechanics/Science/Electronics; Men's interests**

**SCIENTIFIC AMERICAN**
415 Madison Ave.
New York, NY 10017
(212)754-0550
Gerard Piel, pub.
John Kirby, adv. mgr.
**Business; General editorial; Mechanics/Science/Electronics**

**SCOUTING**
Boy Scouts of America
271 Madison Ave.
New York, NY 10016
(212)532-0985
Warren Erhardt, pub.
Robert L. Goldsmith, adv. mgr.
**Fraternal/Labor/Civic; Home/Family relations; Youth**

**SCREEN STORIES**
Ideal Publishing Corp.
2 Park Ave.
New York, NY 10016
(212)683-4200
Phil Hirsch, pub.
**Romance/Fan**

**SEA**
CBS Publications
1515 Broadway
New York, NY 10036
(212)975-7857
James M. Byrne, pub.
Norm Jaeger, adv. mgr.
**Boating**

**SEATTLE POST-INTELLIGENCER'S P-I NORTHWEST MAGAZINE**
The Hearst Corp.
521 Wall St.
Seattle, WA 98121
(206)628-8000
Virgil Fassio, pub.
Marv Larsen, adv. mgr.
**Newspaper distributed magazines**

**SEATTLE POST-INTELLIGENCER'S SUNDAY WOMAN (5/79)**
The Hearst Corp.
521 Wall St.
Seattle, WA 98121
(206)628-8000
Virgil Fassio, pub.
Marv Larsen, adv. mgr.
**Newspaper distributed magazines**

**SEATTLE TIMES ROTO SECTION**
Fairview Ave N & John St.
Seattle, WA 98111
(206)464-2441
S.A. Blethen, pub.
James T. Dillon, adv. mgr.
**Newspaper distributed magazines**

**SEE MAGAZINES (15 TITLES)**
Brownell Associates, Inc.
3675 Clark Rd.
Sarasota, FL 33583
(813)922-3575
W.P. Brownell Jr., pub.
George W. Page, adv. dir.
**Entertainment; Travel**

**SELF MAGAZINE (1/79)**
The Conde Nast Publications, Inc.
350 Madison Ave.
New York, NY 10017
(212)880-8800
Peter Diamondis, pub.
Kevin Madden, adv. dir.
**Beauty/Fashion; Women's service**

**SENIOR AMERICAN NEWS**
Prime National Publishing Corp.
470 Boston Post Rd.
Weston, MA 02193
(617)899-2702
Richard A. DeVito, pub.
Barbara Charlot, adv. dir.
**Senior citizens**

**SENIOR GOLFER**
Senior Golf Publishing Co.
PO Box 4716
Clearwater, FL 33518
(813)442-2509
Charles B. Albury, pub., adv. mgr.
**Senior citizens; Sports**

**SERGEANTS**
Air Force Sergeants Assn.
PO Box 31050
Washington, DC 20031
(301)899-3500
Bob Silverstein, adv. dir.
**General editorial; Military**

**SEVENTEEN**
Triangle Communications, Inc.
850 Third Ave.
New York, NY 10022
(212)759-8100
Frank G. Wolf, pub.
Robert S. Bunge, adv. dir.
**Beauty/Fashion; Women's service; Youth**

**73 MAGAZINE**
73, Inc.
73 Pine St.
Peterborough, NH 03458
(603)924-3873
Wayne Green, pub.
Aline Coutu, adv. dir.
**Mechanics/Science/Electronics**

**SHEET MUSIC**
Sharol, Inc.
60 Goldens Bridge Rd.
Katonah, NY 10536
(914)232-8108
Edward J. Shanaphy, pub.
David S. Nelson, adv. mgr.
**Entertainment**

**SHOOTING TIMES**
PJS Publications, Inc.
News Plaza
PO Box 1790
Peoria, IL 61656
(309)682-6626
Jerry R. Constantino, pub.
Don Hartzell, adv. mgr.
**Camping/Outdoor living; Men's interests**

**SIERRA**
Sierra Club
530 Bush St.
San Francisco, CA 94108
(415)981-8634
Frances Gendlin, pub.
Vivi Lazarus, adv. mgr.
**Camping/Outdoor living; Fraternal/Labor/Civic; Political/Social issues**

**SIGNATURE**
Diners Club, Inc.
880 Third Ave.
New York, NY 10022
(212)888-9450
John R. McDermott, pres.
Harry T. Morris, adv. mgr.
**Entertainment; Food/Home entertainment; Travel**

**SIMPLICITY HOME CATALOG**
Simplicity Pattern Co.
200 Madison Ave.
New York, NY 10016
(212)481-3333
Jill Silberstein, adv. mgr.
**Crafts/Hobbies; Women's service**

**SIMPLICITY SCHOOL CATALOG**
Simplicity Pattern Co.
200 Madison Ave.
New York, NY 10016
(212)679-3700
Jill Silberstein, adv. mgr.
**Crafts/Hobbies; National merchandise catalogs; Youth**

**SKATEBOARDER**
Surfer Publishing Group
PO Box 1028
Dana Point, CA 92629
(714)496-5922
Dave Dash, pub.
Rus Calisch, adv. mgr.
**Sports**

**SKI**
Times Mirror Magazines, Inc.
380 Madison Ave.
New York, NY 10017
(212)687-3000
George Bauer, pub.
Paul C. Lee, adv. mgr.
**Sports**

**SKI MAGAZINE'S GUIDE TO CROSS COUNTRY SKIING**
Times Mirror Magazines, Inc.
380 Madison Ave.
New York, NY 10017
(212)687-3000
Nicholas G. Hock, pub., adv. mgr.
**Sports**

**SKI X-C**
Fitzgerald Communications, Inc.
1597 Union St.
Schenectady, NY 12309
(518)374-2533
John R. Fitzgerald, pub., adv. mgr.
**Sports**

**SKIER**
Eastern Ski Assoc.
22 High St.
Brattleboro, VT 05301
(802)254-6077
Hank McKee, edit. mgr.
**Sports**

**SKIERS ALMANAC**
College Tower Bldg.
939 W College St.
Los Angeles, CA 90012
(213)628-1770
Russ Tiffany, pub.
Tim Reilly, adv. mgr.
**Sports**

**SKIING**
Ziff-Davis Publishing Co.
1 Park Ave.
New York, NY 10016
(212)725-3800
Henry A. Kaiser, pub.
James R. Flynn, adv. dir.
**Sports**

**SKIN DIVER**
Petersen Publishing Co.
8490 Sunset Blvd.
Los Angeles, CA 90069
(213)657-5100
Paul J. Tzimoulis, pub.
Jim P. Walsh, adv. dir.
**Sports**

**SKY AND TELESCOPE**
Sky Publishing Corp.
49 Bay State Rd.
Cambridge, MA 02238
(617)864-7360
Lester J. Stockman, adv. mgr.
**Crafts/Hobbies; Mechanics/Science/Electronics**

**SMITHSONIAN**
Smithsonian Institution
900 Jefferson Dr.
Washington, DC 20560
(202)381-6311, NYC (212) 490-2510
Edward K. Thompson, pub.
Thomas H. Black, adv. dir.
**General editorial**

**SNOW GOER**
Webb Co.
1999 Shepard Rd.
St. Paul, MN 55116
(612)647-7200
Henry R. Fiola, pub., adv. dir.
**Camping/Outdoor living; Men's interests; Sports**

**SNOW WEEK**
Webb Co.
1999 Shepard Rd.
St. Paul, MN 55116
(612)647-7200
Henry R. Fiola, pub., adv. dir.
**Camping/Outdoor living**

**SNOWMOBILE WEST**
Harris Publishing, Inc.
520 Park Ave.
PO Box 981
Idaho Falls, ID 83401
(208)522-5187
Darryl W. Harris, pub.
Melvin L. Erickson, adv. mgr.
**Camping/Outdoor living**

**SOAP BOX**
Scope Publications, Inc.
29 John St.
New York, NY 10038
(212)227-0310
J. Travin, pub.
Michael Edison, adv. mgr.
**Entertainment; Romance/Fan; Women's service**

**SOAP OPERA DIGEST**
SOD Publishing, Inc.
420 Lexington Ave.
New York, NY 10017
(212)490-2370
Norman Roseman, pub.
James E. Trask III, adv. dir.
**Women's service**

**SOCCER DIGEST**
Century Publishing Co.
1020 Church St.
Evanston, IL 60201
(312)491-6440
Norman Jacobs, pub., adv. mgr.
**Sports**

**SOCCER MONTHLY (1/79)**
Spencer Marketing Services
370 Lexington Ave.
New York, NY 10017
(212)679-1060
Herbert M. Machol, pub.
Ron Burnett, adv. mgr.
**Sports**

**SOHO WEEKLY NEWS**
514 Broadway
New York, NY 10012
(212)431-3150
Ronald Gilbert, adv. dir.
**Entertainment; News**

**SOLAR ENERGY HANDBOOK**
Times Mirror Magazines, Inc.
380 Madison Ave.
New York, NY 10017
(212)687-3000
Francis X. Wilkinson, pub.
Warren Vandeveer, adv. mgr.
**Mechanics/Science/Electronics**

**SOUND TRAX**
Today's Communications, Inc.
630 Third Ave.
New York, NY 10017
(212)867-3760
Richard Roll, pub.
Mark Thomas, adv. mgr.
**Men's interests**

**SOUNDINGS**
Soundings Publications, Inc.
Essex, CT 06426
(203)767-0906
John P. Turner, pub.
Anita Laughlin, adv. mgr.
**Boating**

**SOUTH BAY MAGAZINE**
South Bay Magazine, Inc.
205 Ave. I
Redondo Beach, CA 90277
(213)540-1988
Lee Eggert, pub.
Dick Sandres, adv. dir.
**City/State/Regional; Entertainment**

**SOUTHERN ACCENTS**
W.R.C. Smith
1760 Peachtree Rd. NW
Atlanta, GA 30357
(404) 874-4462; (800) 241-5517
Walter Mitchell Jr., pub.
Sims Bray Jr., adv. dir.
**Home/Family relations; Women's service**

**SOUTHERN BOATING**
615 SW 2 Ave.
Miami, FL 33130
(305)856-7946
Skip Allen, pub.
Rick Allen, adv. dir.
**Boating**

**SOUTHERN CALIFORNIA GUIDE**
R/S/T Corp.
501 S Fairfax Ave. #204
Los Angeles, CA 90036
(213)933-7597
Louis Rangno, pub.
Robert R. Rangno, adv. mgr.
**Travel**

**SOUTHERN FLIGHTIME**
East/West Network, Inc.
488 Madison Ave.
New York, NY 10022
(212)937-5810
Jeffrey S. Butler, pub.
John F. Dunn, adv. mgr.
**Inflight**

**SOUTHERN LIVING**
Progressive Farmer Co
820 Shades Creek Pkwy.
Birmingham, AL 35209
(205)870-4440
Emory O. Cunningham, pub.
Jim De Vira, adv. mgr.
**City/State/Regional**

**SOUTHERN WORLD (3/79)**
Southern World Publishing Co.
PO Box 5038
Hilton Head Island, SC 29928
(803)785-5010
James H. Styers, pub.
Marshall T. Mattingly, adv. dir.
**City/State/Regional**

**THE SOUTH**
Trend Publications
PO Box 2350
Tampa, FL 33601
(404)633-8925
Harris Mullen, pub.
William Crank (Atlanta), adv. mgr.
**Business; City/State/Regional**

**SOUTHWEST AIRLINES MAGAZINE**
Summit Publishing
11824 Radium
San Antonio, TX 78216
(512)349-1281
Al Magavero, pub.
Keith Clay, adv.mgr.
**Business; Inflight**

**SPARETIME FURNITURE PROJECTS**
Davis Publications, Inc.
380 Lexington Ave.
New York, NY 10017
(212)557-9100
Joel Davis, pub.
Jim Capello, adv. mgr.
**Home/Family relations**

**SPEAKERS '80**
Service Communications, Ltd.
50 Rockefeller Plaza
New York, NY 10020
(212)586-6030
Joyce K. Fuchs, pub.
Doreen M. Shelley, adv. mgr.
**Food/Home entertainment; Mechanics/Science/Electronics**

**SPINNING WHEEL**
Everybodys Press
Fame Ave.
Hanover, PA 17331
(717)632-3535
R. Champlin Sheridan, Jr., pub.
Judith Bryant, adv. dir.
**Crafts/Hobbies**

**SPOKANE MAGAZINE**
Spokane Magazine Publishing Co.
PO Box 520
Spokane, WA 99201
(509)838-2012
Judith Laddon/Lawrence Shook, pubs.
Sam R. Smith, adv. dir.
**City/State/Regional**

**SPORT MAGAZINE**
Charter Publishing Co.
641 Lexington Ave.
New York, NY 10022
(212)935-3676
Tom Wolf, pub.
Bill Hughes, adv. dir.
**Men's interests; Sports**

**SPORT TRUCKING**
Argus Publishers Corp.
PO Box 49659
Los Angeles, CA 90049
(213)820-3601
George Elliott, pub.
Robert Emerson, adv. dir.
**Automotive; Men's interests**

**THE SPORTING NEWS**
The Sporting News Publishing Co.
1212 N Lindbergh Blvd.
St. Louis, MO 63166
(314)997-7111
J. Michael Hadley, pub.
Kevin Downey, N.Y.adv. mgr.
**Men's interests; News; Sports**

**SPORTS & RECREATION**
Nystrom Publishing
9100 Cottonwood La.
Maple Grove, MN 55369
(612)425-7900
R. E. Nystrom, pub.
**Camping/Outdoor living; Men's interests**

**SPORTS AFIELD**
The Hearst Corp.
250 W 55 St.
New York, NY 10019
(212)262-8852
Alan M. Waxenberg, pub.
**Camping/Outdoor living; Sports**

**SPORTS AFIELD FISHING ANNUAL**
The Hearst Corp.
250 W 55 St.
New York, NY 10019
(212)262-8862
Ted E. Felton, pub.
Gerard Provence, adv. dir.
**Camping/Outdoor living**

**SPORTS AFIELD HUNTING ANNUAL**
The Hearst Corp.
250 W 55 St.
New York, NY 10019
(212)262-8862
Ted E. Felton, pub.
Gerard Provence, adv. dir.
**Camping/Outdoor living**

**SPORTS AFIELD SPECIAL PUBLICATIONS (5 TITLES)**
The Hearst Corp.
250 W 55 St.
New York, NY 10019
(212)262-8862
Ted E. Felton, pub.
Gerard Provence, adv. dir.
**Camping/Outdoor living**

**SPORTS CAR GRAPHIC**
Petersen Publishing Co.
8490 Sunset Blvd.
Los Angeles, CA 90069
(213)657-5100
Robert E. Brown, pub.
Jim P. Walsh, adv. mgr.
**Automotive**

**SPORTS ILLUSTRATED**
Time, Inc.
Time & Life Bldg.
Rockefller Center
New York, NY 10020
(212)586-1212
Kelso Sutton, pub.
Philip Howlett, adv. mgr.
**Men's interests; News; Sports**

**SPORTS WISE**
Sports Wise New York, Inc.
342 Madison Ave.
New York, NY 10017
(212)599-0315
Helen Cohen, pub.
**Men's interests; Sports**

**SPORTSCAR**
Paul Oxman Publishing, Inc.
3629 W Warner
Santa Ana, CA 92704
(714)979-8855
Paul Oxman, pub., adv. dir.
**Automotive**

**SPRAY**
Spray Publications, Inc.
2469 Aloma Ave.
Winter Park, FL 32792
(305)671-0655
G. H. Massey, III, pub.
Andrew E. Brown, adv. mgr.
**Boating; Men's interests; Sports**

**SPRINGFIELD/HARTFORD MAGAZINE**
175 Maple St.
Springfield, MA 01105
(413)734-5626
Sidney Walton, pub.
Robert Richardson, adv. mgr.
**City/State/Regional**

**ST. LOUIS GLOBE DEMOCRAT'S SUNDAY MAGAZINE**
St. Louis Globe Democrat
710 N 12 St.
St. Louis, MO 63101
(314)342-1212, 621-1111 (Adv.)
Shirley Althoff, editor
Clyde Pinson, adv. dir.
**City/State/Regional; General editorial; Newspaper distributed magazines**

**ST. LOUIS MAGAZINE**
Blest Co.
7110 Oakland
St. Louis, MO 63117
(314)781-8787
Libby Ferguson, pub.
Linda Ferguson, adv. dir.
**City/State/Regional**

**ST. LOUIS POST DISPATCH SUNDAY PICTURES**
Pulitzer Publishing Co.
900 N 12 Blvd.
St. Louis, MO 63101
(314)621-1111
Joseph Pulitzer, Jr., pub.
Clyde Pinson, adv. dir.
**City/State/Regional; General editorial; Newspaper distributed magazines**

**ST. PETERSBURG TIMES FLORIDIAN**
Times Publishing Co.
PO Box 1121
St. Petersburg, FL 33731
(813)893-8304
John B. Lake, pub.
Leo L. Kubiet, adv. dir.
**General editorial; Home/Family relations; Newspaper distributed magazines**

**STAGEBILL GROUP**
10 E 40 St.
New York, NY 10016
(212)686-7740
Joseph P. Barbieri, pub.
Theodore P. Langdon, adv. dir.
**City/State/Regional; Entertainment**

**STAGEBILL—CARNEGIE HALL**
10 E 40 St.
New York, NY 10016
(212)686-7740
Joseph Barbieri, pub.
Theodore P. Langdon, adv. dir.
**City/State/Regional; Entertainment**

**STAGEBILL—CHICAGO**
10 E 40 St.
New York, NY 10016
(212)686-7740
Joseph Barbieri, pub.
Theodore P. Langdon, adv. dir.
**City/State/Regional; Entertainment**

**STAGEBILL—KENNEDY CENTER**
10 E 40 St.
New York, NY 10016
(212)686-7740
Joseph Barbieri, pub.
Theodore P. Langdon, adv. dir.
**City/State/Regional; Entertainment**

**STAGEBILL—LINCOLN CENTER**
10 E 40 St.
New York, NY 10016
(212)686-7740
Joseph Barbieri, pub.
Theodore P. Langdon, adv. dir.
**City/State/Regional; Entertainment**

**THE STAR**
World News Corp.
730 Third Ave.
New York, NY 10017
(212)557-9210
K. Rupert Murdoch, pub.
Edward R. Zemlock, adv. mgr.
**General editorial**

**THE STATE MAGAZINE**
PO Box 2169
Raleigh, NC 27602
(919)833-5729
W. B. Wright, pub.
John Phillips, adv. mgr.
**City/State/Regional**

**STEREO & HI-FI TIMES**
Cord Communications Corp.
25 W 43 St.
New York, NY 10036
Mel Bookstein, pub.
Bruce Karaban, adv. mgr.
**Mechanics/Science/Electronics**

**STEREO MAGAZINE**
ABC Leisure Magazines, Inc.
The Publishing House
Gt. Barrington, MA 01230
(413)528-1300
Warren B. Syer, pub.
Robert J. Ur, adv. dir.
**Entertainment;**
**Mechanics/Science/Electronics**

**STEREO REVIEW**
Ziff-Davis Publishing Co.
1 Park Ave.
New York, NY 10016
(212)725-7545
Edgar W. Hopper, pub.
James Sullivan, adv. dir.
**Crafts/Hobbies; Entertainment;**
**Mechanics/Science/Electronics**

**STEREO REVIEW'S STEREO DIRECTORY & BUYING GUIDE**
Ziff-Davis Publishing Co.
1 Park Ave.
New York, NY 10016
(212)725-7545
Edgar W. Hopper, pub.
James Sullivan, adv. dir.
**Crafts/Hobbies; Entertainment;**
**Mechanics/Science/Electronics**

**STREET & SMITH'S BASEBALL YEARBOOK**
The Conde Nast Publications, Inc.
304 E 45 St.
New York, NY 10017
(212)880-8698
Geraldine Prasiotis, adv. mgr.
**Sports**

**STREET & SMITH'S BASKETBALL YEARBOOK**
The Conde Nast Publications, Inc.
304 E 45 St.
New York, NY 10017
(212)880-8698
Geraldine Prasiotis, adv. mgr.
**Sports**

**STREET & SMITH'S COLLEGE FOOTBALL YEARBOOK**
The Conde Nast Publications, Inc.
304 E 45 St.
New York, NY 10017
(212)880-8698
Geraldine Prasiotis, adv. mgr.
**Sports**

**STREET & SMITH'S PRO FOOTBALL YEARBOOK**
The Conde Nast Publications, Inc.
304 E 45 St.
New York, NY 10017
(212)880-8698
Geraldine Prasiotis, adv. mgr.
**Sports**

**STREET RODDER**
TRM Publications
2145 W La Palma
Anaheim, CA 92801
(714)635-9040
Bill Burke, adv. mgr.
**Automotive**

**SUCCESSFUL FARMING**
Meredith Corp.
Locust at 17
Des Moines, IA 50336
(515)284-2105
Bruce Boyle, pub.
James Cornick, adv. dir.
**Rural living**

**SUNSET MAGAZINE**
Lane Publishing Co.
80 Willow Rd.
Menlo Park, CA 94025
(415)321-3600
L. W. Lane, Jr., pub.
Richard T. Bristol, adv. dir.
**Food/Home entertainment;**
**Political/Social issues; Travel**

**SUNSET: IDEAS FOR IMPROVING YOUR HOME**
Lane Publishing Co.
80 Willow Rd.
Menlo Park, CA 94025
(415)321-3600
L. W. Lane, Jr., pub.
Richard T. Bristol, adv. dir.
**Home/Family relations**

**SUNSET: JOY OF GARDENING**
Lane Publishing Co.
80 Willow Rd.
Menlo Park, CA 94025
(415)321-3600
L. W. Lane, Jr., pub.
Richard T. Bristol, adv. dir.
**Home/Family relations**

**SUNSET: WESTERN CAMPSITE DIRECTORY**
Lane Publishing Co.
80 Willow Rd.
Menlo Park, CA 94025
(415)321-3600
L. W. Lane, Jr., pub.
Richard T. Bristol, adv. dir.
**Camping/Outdoor living; Travel**

**SUNSET: WESTERN TRAVEL ADVENTURES**
Lane Publishing Co.
80 Willow Rd.
Menlo Park, CA 94025
(415)321-3600
L. W. Lane, Jr., pub.
Richard T. Bristol, adv. dir.
**Camping/Outdoor living; Travel**

**SUPER CHEVY**
Argus Publishers Corp.
PO Box 49659
Los Angeles, CA 90049
(213)820-3601
George Elliott, pub.
Robert Denton, adv. dir.
**Automotive; Men's interests**

**SUPER-8 FILMAKER**
Sheptow Publishing
609 Mission St.
San Francisco, CA 94105
(415)563-4630
Paul Sheptow, pub.
Elia Rodriguez, adv. mgr.
**Photography**

**SURFING MAGAZINE**
Western Empire Publications
2720 Camino Capistrano
PO Box 3010
San Clemente, CA 92672
(714)492-7873
Richard Dowoy, pub.
Bob Mignogna, adv. mgr.
**Sports**

**SWIMMING WORLD**
1130 W Florence Ave.
Inglewood, CA 90301
(213)641-2727
Richard Deal, pub.
Arlene Kirk, adv. mgr.
**Sports**

**SYMBOL, FOR THE FRIENDS OF ROLLS ROYCE, RIVA, FERRARI (12/78)**
Jonathan Allen Adv.
Lawn Lane Upper Brookville
Oyster Bay, NY 11771
(516)922-9248
**General editorial; Society; Travel**

## T

**TACOMA NEWS-TRIBUNE'S SUNDAY MAGAZINE**
The Tribune Publishing Co.
1950 S State St.
Tacoma, WA 98411
(206)597-8757
Elbert H. Baker II, pub.
William H. Haigh, adv. dir.
**Newspaper distributed magazines**

**TALK MAGAZINE**
Donovan Communications
100 Park Ave.
New York, NY 10017
(212)972-1530
W. Page Thompson, pub.
**Beauty/Fashion; Romance/Fan; Women's service**

**TEACHER**
Macmillan Professional Magazine
866 Third Ave.
New York, NY 10022
(212)935-7800
Paul V. Beauvais, pub., adv. mgr.
**Home/Family relations**

**TEEN BEAT**
Ideal Publishing Corp.
2 Park Ave.
New York, NY 10016
(212)683-4200
Phil Hirsch, pub.

**'TEEN MAGAZINE**
Petersen Publications
8831 Sunset Blvd.
Los Angeles, CA 90069
(213)657-5100
Robert MacLeod, pub.
Robert Brown, adv. dir.
**Women's service; Youth**

**TENNIS**
Golf Digest, Inc.
211 E 43 St.
New York, NY 10017
(212)557-8989
Howard R. Gill, pub.
Bob Ulon, adv. mgr.
**Sports**

**TENNIS U.S.A. (6/79)**
CBS Publications
1515 Broadway
New York, NY 10036
(212)975-7732
Bruce Gray, pub.
Richard C. Hebard, adv. mgr.
**Sports**

**TEXAS BUSINESS**
Commerce Publishing Corp.
3003 LBJ Freeway, Ste. 115
Dallas, TX 75234
(214)241-7401
Lawrence M. Martin, pub., adv. dir.
**Business; City/State/Regional**

**TEXAS COACH**
Texas High School Coaches' Assn.
PO Drawer 14627
Austin, TX 78761
(512)454-6709
Kathy Fisher, adv. mgr.
**Sports**

**THE TEXAS FISHERMAN**
Cordovan Corp.
5314 Bingle Rd.
Houston, TX 77092
(713)688-8811
Bob Gray, pub.
Sherwood Entwistle, adv. mgr.
**Boating; Camping/Outdoor living; City/State/Regional**

**THE TEXAS FLYER**
East/West Network, Inc.
488 Madison Ave.
New York, NY 10022
(212)937-5810
Jeffrey S. Butler, pub.
John F. Dunn, adv. mgr.
**Inflight**

**TEXAS HOMES**
1925 San Jacinto
Dallas, TX 75201
(214)748-9166
Wick Allison, pub.
Anita Middletonn, adv. dir.
**City/State/Regional; Home/Family relations**

**TEXAS MONTHLY**
Mediatex Communications
PO Box 1569
Austin, TX 78767
(512)476-7085
Michael R. Levy, pub.
Robert Nylen, adv. mgr.
**City/State/Regional**

**TEXAS WOMAN**
5551 Yale Blvd.
Dallas, TX 75206
(214)369-2410, (212) 682-6131
Diane Pingree, pub.
Robert Ross, adv. mgr.
**City/State/Regional; Women's service**

**TIDEWATER LIFE**
Tidewater Magazine, Inc.
47 E Queen's Way
Hampton, VA 23665
(804)722-1966
Wayne Block, pub.
**City/State/Regional**

**TIGER BEAT**
The Laufer Co.
7060 Hollywood Blvd. #800
Hollywood, CA 90028
(213)467-3111
Ralph Benner, pub.
Monika A. Arth, adv. mgr.
**Romance/Fan; Youth**

**TIME MAGAZINE**
Time, Inc.
Time & Life Bldg.
New York, NY 10020
(212)586-1212
John A. Meyers, pub.
William M. Kelly, adv. dir.
**News**

**TIME-B**
Time, Inc.
Time & Life Bldg.
New York, NY 10020
(212)JU6-1212
John A. Meyers, pub.
William M. Kelly, Jr., adv. dir.
**News**

**TIME-BIG TIME**
Time, Inc.
Time & Life Bldg.
New York, NY 10020
(212)JU6-1212
John A. Meyers, pub.
William M. Kelly, Jr., adv. dir.
**News**

**TIME-COLLEGE STUDENT**
Time, Inc.
Time & Life Bldg.
New York, NY 10020
(212)JU6-1212
John A. Meyers, pub.
William M. Kelly, Jr., adv. dir.
**News**

**TIME-DOCTORS'**
Time, Inc.
Time & Life Bldg.
New York, NY 10020
(212)JU6-1212
John A. Meyers, pub.
William M. Kelly, Jr., adv. dir.
**News**

**TIME-ELITE**
Time, Inc.
Time & Life Bldg.
New York, NY 10020
(212)JU6-1212
John A. Meyers, pub.
William M. Kelly, Jr., adv. dir.
**News**

**TIME-EXURBAN**
Time, Inc.
Time & Life Bldg.
New York, NY 10020
(212)JU6-1212
John A. Meyers, pub.
William M. Kelly, Jr., adv. dir.
**News**

**TIME-I**
Time, Inc.
Time & Life Bldg.
New York, NY 10020
(212)JU6-1212
John A. Meyers, pub.
William M. Kelly, Jr., adv. dir.
**News**

**TIME-Z**
Time, Inc.
Time & Life Bldg.
New York, NY 10020
(212)JU6-1212
John A. Meyers, pub.
William M. Kelly, Jr., adv. dir.
**News**

**TIMES MIRROR MAGAZINE NETWORK (5 TITLES)**
380 Madison Ave.
New York, NY 10017
(212)687-3000
Gordon B. Hall, Jr., pub., adv. dir.
**Camping/Outdoor living; Mechanics/Science/Electronics; Sports**

**TODAY'S ANIMAL HEALTH**
Animal Health Foundation
1905 Sunnycrest Dr.
Fullerton, CA 92635
(714)871-3000, Adv. 770-8050
Will Decker, adv. dir.
**Home/Family relations**

**TODAY'S ART**
Syndicate Magazine, Inc.
6 E 43 St.
New York, NY 10017
(212)949-0800
L.D. Solomon & J.T. Schwartz, pub.
Patricia Mason & Marion Scanlon, adv. mgr.
**Crafts/Hobbies**

**TODAY'S EDUCATION**
National Education Assn.
1201 16 St. NW
Washington, DC 20036
(202)833-4110
John Sullivan, pub.
R.F. O'Connor, adv. mgr.
**Fraternal/Labor/Civic; General editorial**

**TODAY'S HOMES—PLANS & IDEAS**
Davis Publications, Inc.
380 Lexington Ave.
New York, NY 10017
(212)557-9100
Joel Davis, pub.
Jim Capello, adv. mgr.
**Home/Family relations**

**TODAY'S HUNTERS' GUNS**
Kingsbridge Comm., Ltd.
380 Madison Ave.
New York, NY 10017
(212)490-0172
George H. Levy, pub.
**Camping/Outdoor living**

**TODAY'S LIVING**
Syndicate Magazine, Inc.
6 E 43 St.
New York, NY 10017
(212)949-0800
L.D. Solomon & J.T. Schwartz, pub.
Paul Wolff, adv. mgr.
**Home/Family relations**

**TOPEKA**
406 W 7 St.
Topeka, KS 66603
(913)233-1439
Rosie Rebek, pub.
Fred Feaker, adv. dir.
**City/State/Regional**

**TOURING BIKE**
Touring Bike Publishing Co.
4247 E La Palma Ave.
Anaheim, CA 92807
(714)996-5111
John & Rose Warren, pub.
Michelle Roberts, adv. dir.
**Automotive**

**TOWN & COUNTRY**
The Hearst Corp.
717 Fifth Ave.
New York, NY 10022
(212)935-5900
David McCann, pub.
Howard Garey, adv. mgr.
**Beauty/Fashion; Society; Travel**

**TRACK & FIELD NEWS**
Track & Field News, Inc.
PO Box 296
Los Altos, CA 94022
(415)948-8188
Ed Fox, pub., adv. mgr.
**Sports**

**TRAIL BLAZERS' ALMANAC**
Trail Blazers Publishing Co.
206 W 4 St.
Kewanee, IL 61443
(309)852-2602
W. Harry Harper, pub.
Nancy Werderman, adv. mgr.
**General editorial**

**TRAILER LIFE**
Trailer Life Publishing, Inc.
29901 Agoura Rd.
Agoura, CA 91301
(213)991-4980
Denis M. Rouse, pub.
Alan Herr, adv. dir.
**Automotive; Camping/Outdoor living; Travel**

**TRAINS**
Kalmbach Publishing Co.
1027 N Seventh St.
Milwaukee, WI 53233
(414)272-2060
A. C. Kalmbach, pub.
Art Curren, prod. mgr.
Fred Hamilton, sales mgr.
**Men's interests**

**TRAVEL & LEISURE**
American Express Publishing Co.
1350 Ave. of Americas
New York, NY 10019
(212)399-2550
John S. Connors, pub.
Patrick Foglia, adv. mgr.
**Entertainment; General editorial; Travel**

**TRAVEL ILLUSTRATED (10/79)**
Two Park Ave.
New York, NY 10016
(212)340-9883
Wayne Howard, pub.
Bob Byrne, adv. dir.
**Travel**

**TRAVEL/HOLIDAY**
51 Atlantic Ave.
Floral Park, NY 11001
(516)352-9700
Sheldon R. Shane, pub.
Ruth Halpert, adv. mgr.
**Travel**

**TRAVELHOST**
Omni Industries, Inc.
6116 N Central, Ste. 1020
Dallas, TX 75206
(214)691-1163
James Buerger, pub.
Jerry Antil, adv. dir.
**City/State/Regional; Entertainment; Travel**

**TRAVELIN' VANS, MINI TRUCKS & PICKUPS**
E-Go Enterprises, Inc.
15825 Stagg St.
Van Nuys, CA 91406
(213)782-2502, 254-7355 (Adv.)
Edward Goldstein, pub.
**Automotive; Camping/Outdoor living**

**TRIAD**
Leisure Publishing Co.
PO Box 329
Greensboro, NC 27402
(919)273-1758
Richard Wells, pub.
Peggy Allen, adv. dir.
**City/State/Regional**

**TROPICAL FISH HOBBYIST**
T.F.H. Publications, Inc.
211 W Sylvania Ave.
Neptune City, NJ 07753
(201)988-8400
Marshall E. Ostrow, editor
**Crafts/Hobbies**

**TROUT**
Trout Unlimited
PO Box 992
Taunton, MA 02750
(617)822-4609
Thomas R. Pero, editor
**Camping/Outdoor living**

**TRUE STORY**
Macfadden Women's Group, Inc.
215 Lexington Ave.
New York, NY 10016
(212)340-7500
John J. Fitzpatrick, pub.
**Women's service**

**TRUE WEST**
Western Publications, Inc.
PO Box [illegible]338
Austin, TX 78764
(512)444-3674
Joe Small, Sr., pub
Joe Small, Jr., adv. mgr.
**Entertainment; General editorial**

**TUCSON**
Desert Silhouette Publishing Co.
2500 N Pantano Rd.
Tucson, AZ 85715
(602)886-1253
Dennis Nix, pub.
Kathy Whittemore Johnson, adv. dir.
**City/State/Regional**

**TULSA HOME/GARDEN**
5272 S Louis
Tulsa, OK 74105
(918)747-2529
Arnie Klappenbach, pub., adv. mgr.
**City/State/Regional; Home/Family relations**

**TWA AMBASSADOR**
The Webb Co.
420 Lexington Ave.
New York, NY 10017
(212)490-1446
Brian Kennedy, pub.
Joseph Paulsen, adv. dir.
**Business; Inflight**

**TV DAWN TO DUSK**
Ideal Publishing Corp.
2 Park Ave.
New York, NY 10016
(212)683-4200
Phil Hirsch, pub.
**Romance/Fan**

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| Median household income of male readers | |
|---|---|
| **TWA AMBASSADOR** | **$25,000+** |
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| Fortune | 25,000+ |
| Travel & Leisure | 24,887 |
| Wall Street Journal | 24,005 |
| Gourmet | 23,782 |

| Readers who took foreign business trip | |
|---|---|
| **TWA AMBASSADOR** | **19.4%** |
| Natural History | 12.0 |
| Industry Week | 11.9 |
| Business Week | 11.6 |
| Fortune | 11.4 |
| Scientific American | 11.3 |

| Readers who have valid passport | |
|---|---|
| **TWA AMBASSADOR** | **42.4%** |
| Travel & Leisure | 33.9 |
| The New Yorker | 30.9 |
| Fortune | 27.4 |
| Forbes | 24.4 |
| Scientific American | 22.7 |

| Readers who took 2 or more foreign trips in last 3 years | |
|---|---|
| **TWA AMBASSADOR** | **35.2%** |
| Travel & Leisure | 31.1 |
| New York Magazine | 28.6 |
| Bon Appetit | 28.1 |
| The New Yorker | 26.8 |
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**TV GUIDE**
Triangle Publications, Inc.
Radnor, PA 19088
(215)293-8500
Eric G. Larson, adv. dir.
**Entertainment; General editorial**

**TV RADIO TALK**
Ideal Publishing Corp.
2 Park Ave.
New York, NY 10016
(212)683-4200
Phil Hirsch, pub.
**Romance/Fan**

**TV STAR PARADE**
Ideal Publishing Corp.
2 Park Ave.
New York, NY 10016
(212)683-4200
Phil Hirsch, pub.
**Romance/Fan**

## U

**U.S. NEWS & WORLD REPORT**
U.S. News & World Report, Inc.
2300 N St., NW
Washington, DC 20037
(202)333-7400
William G. Dunn, pub., adv. dir.
**News**

**UNITED MAINLINER**
East/West Network, Inc.
488 Madison Ave.
New York, NY 10022
(21[illegible]-2826
Jeffrey S. Butler, pub.
John F. Dunn, adv. mgr.
**Inflight**

**UPCOUNTRY**
Eagle Publishing Co.
33 Eagle St.
Pittsfield, MA 01201
(413)447-7311
L.K. Miller, pub.
Doris Rosner, adv. mgr.
**Newspaper distributed magazines**

**US**
New York Times Co.
488 Madison Ave.
New York, NY 10022
(212)593-8000
Porter Bibb, pub.
Jay Fitzgerald, adv. mgr.
**General editorial; News; Women's service**

**UTAH HOLIDAY MAGAZINE**
Utah Holiday Publishing Co.
246 W First S
Salt Lake City, UT 84101
(801)532-3737
Robert J. Coles, pub.
Kim Gregory, adv. mgr.
**City/State/Regional**

## V

**VALLEY MONTHLY**
Romanza Enterprises
131 N 8 St.
Allentown, PA 18101
(215)439-4031
Michael J. Krajsa, pub.
Dick Moessner, adv. mgr.
**City/State/Regional**

**VAN LIFE & FAMILY TRUCKING**
Trailer Life Publishing, Inc.
29901 Agoura Rd.
Agoura, CA 91301
(213)991-4980
Denis M. Rouse, pub.
Alan F. Herr, adv. dir.
**Camping/Outdoor living; Travel**

**VANS & PICKUPS**
Petersen Publishing Co.
8490 Sunset Blvd.
Los Angeles, CA 90069
(213)657-5100
Steven M. Green, pub.
Jim P. Walsh, adv. dir.
**Automotive**

**VEGETARIAN TIMES**
Vegetarian Life & Times, Inc.
101 Park Ave.
New York, NY 10017
(212)689-5111
Bill Schmirring, pub
Bob Bruder, adv. mgr.
**Food/Home entertainment; Home/Family relations; Rural living**

**VELO-NEWS**
PO Box 1257
Brattleboro, VT 05301
(802)254-2305
Barbara George, pub.
Martha Jones, adv mgr.
**Sports**

**VENTURE (5/79)**
35 W. 45 St.
New York, NY 10036
(212)840-5580
Joseph D. Giarraputo, pub.
G.F. Booth, II, adv. mgr.
**Business**

**VFW MAGAZINE**
Veterans of Foreign Wars of the U.S.
406 W 34 St.
Kansas City, MO 64111
(816)561-3420, NYC (212) 889-1200
John L. Smith, pub.
Rudolf J. Dualsky, adv. mgr. (NYC)
**Fraternal/Labor/Civic**

**VIEW OF PUGET SOUND**
Murray Publishing Co.
2314 Third Ave.
Seattle, WA 98121
(206)682-3560
John Murray, pub.
Judy Van Deen, adv. mgr.
**City/State/Regional**

**THE VILLAGE VOICE**
80 University Place
New York, NY 10003
(212)741-0030
William Ryan, pub.
Pat Smith, adv. mgr.
**Entertainment; News; Political/Social issues**

**VIRGINIA LIFESTYLE**
2720 Enterprise Pkwy.
Ste. 100
Richmond, VA 23229
(804)747-0703
Charles Meyst, pub.
Denise Painter, adv. sales mgr.
**City/State/Regional**

**VOGUE**
The Conde Nast Publications, Inc.
350 Madison Ave.
New York, NY 10017
(212)880-8800
Richard Shortway, pub.
David Rubin, adv. mgr.
**Beauty/Fashion; Women's service**

**VOGUE BEAUTY & HEALTH GUIDE**
The Conde Nast Publications, Inc.
350 Madison Ave.
New York, NY 10017
(212)880-8800
Richard A. Shortway, pub.
William D. Leahon, adv. mgr.
**Beauty/Fashion; Women's service**

**VOGUE PATTERNS**
The Butterick Co., Inc.
161 Sixth Ave.
New York, NY 10013
(212)620-2500
Ari Joinnides, pub.
Bert Halperin, adv. dir.
**Beauty/Fashion; Crafts/Hobbies**

**VOICE OF THE TENNESSEE WALKING HORSE**
Tenn. Walking Horse Breeders' & Exhibitors' Assoc.
PO Box 286
250 N Ellington Pkwy.
Lewisburg, TN 37091
(615)359-1567
Deedy Decker, adv. mgr.
**Horses**

**VOLLEYBALL MAGAZINE**
Volleyball, Inc.
Presidio Plaza
Santa Barbara, CA 93101
(805)965-5108
J.L. Bartlett, III, pub.
David Wilk, adv. mgr.
**Sports**

**VW & PORSCHE**
Argus Publishers Corp.
PO Box 49659
Los Angeles, CA 90049
(213)820-3601
George Elliott, pub.
Robert Emerson, adv. dir.
**Automotive; Men's interests**

## W

**"W"**
Fairchild Publications, Inc.
7 E 12 St.
New York, NY 10003
(212)741-4000
Michael Coady, pub.
Marianne McKay, adv. mgr.
**Beauty/Fashion; Women's service**

**THE WALL STREET JOURNAL (EASTERN EDITION)**
Dow Jones & Co., Inc.
420 Lexington Ave.
Ste. 2540
New York, NY 10007
(212)285-5000
Lee Heffner, adv. dir.
Robert R. Paradise, adv. mgr.
**Business; News**

**THE WALL STREET JOURNAL (MIDWEST EDITION)**
Dow Jones & Co., Inc.
711 W Monroe St.
Chicago, IL 60606
(312)648-7600
Lee Heffner, adv. dir.
Kevin McGarry, adv. mgr.
**Business; News**

**THE WALL STREET JOURNAL (NATIONAL EDITION)**
Dow Jones & Co., Inc.
22 Cortlandt St.
New York, NY 10007
(212)285-5000
Lee Heffner, adv. dir.
**Business; News**

**THE WALL STREET JOURNAL (SOUTHWEST EDITION)**
Dow Jones & Co., Inc.
1233 Regal Row
Dallas, TX 75247
(214)631-7250
Lee Heffner, adv. dir.
William Cummings, adv. mgr.
**Business; News**

**THE WALL STREET JOURNAL (WESTERN EDITION)**
Dow Jones & Co., Inc.
220 Battery St.
San Francisco, CA 94111
(415)433-3200
Lee Heffner, adv. dir.
Robert Jordan, adv. mgr.
**Business; News**

**WASHINGTON CALENDAR MAGAZINE**
Calendar Magazines, Ltd.
7900 Westpark Dr.
McLean, VA 22102
(703)821-2187
Jay D. W. Brown, pub., adv. dir.
**City/State/Regional; Entertainment; Food/Home entertainment**

**WASHINGTON DOSSIER**
Adler International, Ltd.
3301 New Mexico Ave.
Washington, DC 20016
(202)362-5894
David Adler, pub.
Jon Adler, adv. dir.
**Beauty/Fashion; City/State/Regional; Society**

**THE WASHINGTON MOTORIST**
Auto Club of Washington
330 6 Ave. N
Seattle, WA 98109
(206)292-5365
Russel W. Van Rooy, pub.
Roderick T. Wilson, adv. mgr.
**Travel**

**WASHINGTON POST MAGAZINE**
1150 15 St., NW
Washington, DC 20071
(202)334-6000
Donald E. Graham, pub.
Scotte Manns, adv. mgr.
**Newspaper distributed magazines**

**WASHINGTON REPORT (7/79)**
1615 H St. NW
Washington, DC 20062
(202)659-4632, NYC (212) 557-9887
Thomas J. Ames, mktg. dir.
W. Brett Perine, adv. dir.
**Business; Political/Social issues**

**WASHINGTON STAR'S HOME/LIFE**
Evening Star Newspaper Co.
225 Virginia Ave., SE
Washington, DC 20061
(202)484-5000
George Hoyt, pub.
Jack Schoo, adv. dir.
**City/State/Regional; General editorial; Newspaper distributed magazines**

**WASHINGTONIAN MAGAZINE**
Washington Magazine, Inc.
1828 L St., NW
Washington, DC 20036
(202)296-1246
Larry Adler, pub.
Robert B. Phillips III, adv. mgr.
**City/State/Regional**

**THE WATER SKIER**
American Water Ski Assn.
P.O. Box 191
Winter Haven, FL 33880
(813)324-4341
Thomas C. Hardman, pub., adv. mgr.
**Boating; Sports**

**WATERWAY GUIDE**
Whitney Communications Corp.
PO Box 1486
Annapolis, MD 21404
(301)268-9546
Charles Jones, pub.
**Boating**

**WEIGHT WATCHERS**
Family Media, Inc.
149 Fifth Ave.
New York, NY 10010
(212)677-0870
Hy Steirman, pub.
Lester W. Kent, adv. mgr.
**Food/Home entertainment; Women's service**

**WESTCHESTER ILLUSTRATED**
Westchester Illustrated, Inc.
16 School St.
Yonkers, NY 10701
(914)472-2061
Dominick Porco, pub.
Kerry Franzman, adv. mgr.
**City/State/Regional**

**WESTCHESTER MAGAZINE**
County Publications
437 Ward Ave.
Mamaroneck, NY 10543
(914)698-8203
Ms. Vita Nelson, pub.
Ms. Lee Kass, adv. dir.
**City/State/Regional; Entertainment; General editorial**

**WESTERN BACKCOUNTRY MAGAZINE**
Western Backcountry, Inc.
PO Box Q
Quincy, CA 95971
(916)283-0667
Dan Whedon, pub., adv. dir.
**Camping/Outdoor living**

**THE WESTERN HORSEMAN**
The Western Horseman, Inc.
3850 N Nevada Ave.
PO Box 7980
Colorado Springs, CO 80907
(303)633-5524
Dick Spencer III, pub.
John F. Harris, adv. mgr.
**Horses; Rural living; Sports**

**WESTERN OUTDOOR NEWS**
3197-E Airport Loop Dr.
Costa Mesa, CA 92626
(714)546-4370
Burt Twilegar, pub.
Jerry Tidwell, adv. dir.
**Camping/Outdoor living; City/State/Regional; Men's interests**

**WESTERN OUTDOORS**
3197-E Airport Loop Dr.
Costa Mesa, CA 92626
(714)546-4370
Burt Twilegar, pub.
Jerry Tidwell, adv. dir.
**Camping/Outdoor living; Men's interests; Travel**

**WESTERN'S WORLD**
Frank M. Hiteshew & Associates
141 El Camino
#110
Beverly Hills, CA 90212
(213)273-1990
Frank M. Hiteshew, pub.
Thomas Medsger, adv. dir.
**Inflight**

**WESTWAYS**
6290 Sunset Blvd.
Los Angeles, CA 90028
(213)461-4448
Nick Kockler, pub.
Bob Taller, adv. mgr.
**City/State/Regional; Travel**

**WHERE MAGAZINE**
3M Co.
6850 S Harlem Ave.
Argo, IL 60501
(312)496-6807
George Vondruska, pub.
Jerry Markbright, adv. dir.
**Entertainment; Travel**

**THE WICHITAN**
221 S Broadway
Ste. 516
Wichita, KS 67202
(316)262-2616
**City/State/Regional**

**WILDERNESS CAMPING**
Fitzgerald Communications, Inc.
1597 Union St.
Schenectady, NY 12309
(518)374-2533
John R. Fitzgerald, pub., adv. mgr.
**Camping/Outdoor living; Photography**

**THE WILSON QUARTERLY**
Woodrow Wilson International Center for Scholars
Smithsonian Institution Bldg.
Washington, DC 20560
(202)381-6367
Harvey Oshinsky, adv. mgr.
**General editorial**

**WINE WORLD**
15101 Keswick St.
Van Nuys, CA 91405
(213)785-6050
Dee Sindt, pub.
**Food/Home entertainment**

**WISCONSIN AAA TRAVELER**
Wisconsin Div., AAA
433 W Washington Ave.
Box 33
Madison, WI 53701
(414)464-1550
Hugh P. McLinden, pub.
Marvin H. Rusch, adv. mgr.
**Travel**

**WISCONSIN SPORTSMAN**
Wisconsin Sportsman, Inc.
PO Box 2266
Oshkosh, WI 54903
(414)233-1327
Tom Petrie, pub.
John Johanek, adv. mgr.
**Camping/Outdoor living; City/State/Regional**

**THE WOMAN BOWLER**
Women's International Bowling Congress
5301 S 76th St.
Greendale, WI 53129
(414)421-9000
Chris Igler, adv. dir.
**Sports**

**WOMAN'S DAY**
CBS Publications
1515 Broadway
New York, NY 10036
(212)975-4321
George H. Allen, pub.
Jay Burzon, adv. dir.
**Home/Family relations; Women's service**

**WOMAN'S DAY 101 SWEATERS YOU CAN KNIT & CROCHET**
CBS Publications
1515 Broadway
New York, NY 10036
(212)975-7855
George Dowling, pub.
Gordon R. Burkhard, adv. mgr.
**Crafts/Hobbies**

**WOMAN'S DAY 101 WAYS TO LOSE WEIGHT**
CBS Publications
1515 Broadway
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(212)975-7855
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Gordon R. Burkhard, adv. mgr.
**Beauty/Fashion**

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Gordon A. Burkhard, adv. mgr.
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1515 Broadway
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(212)975-7855
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1515 Broadway
New York, NY 10036
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Gordon R. Burkhard, adv. mgr.
**Women's service**

**WOMAN'S DAY HAIR STYLE & BEAUTY IDEAS**
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1515 Broadway
New York, NY 10036
(212)975-7855
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Gordon R. Burkhard, adv. mgr.
**Beauty/Fashion**

**WOMAN'S DAY HOME DECORATING IDEAS**
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1515 Broadway
New York, NY 10036
(212)975-7855
George Dowling, pub.
Gordon R. Burkhard, adv. mgr.
**Home/Family relations**

**WOMAN'S DAY KITCHEN & BATH GUIDE**
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1515 Broadway
New York, NY 10036
(212)975-7855
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Gordon A. Burkhard, adv. mgr.
**Home/Family relations**

**WOMAN'S DAY NEEDLEWORK**
CBS Publications
1515 Broadway
New York, NY 10036
(212)975-7855
George Dowling, pub.
Gordon Burkhard, sales dir.
**Crafts/Hobbies**

**WOMAN'S DAY REMODELING GUIDE**
CBS Publications
1515 Broadway
New York, NY 10036
(212)975-7855
George Dowling, pub.
Gordon R. Burkhard, adv. mgr.
**Home/Family relations**

**WOMAN'S DAY SIMPLY DELICIOUS MEALS**
CBS Publications
1515 Broadway
New York, NY 10036
(212)975-7855
George Dowling, pub.
Gordon Burkhard, adv. mgr.
**Food/Home entertainment**

**WOMAN'S DAY TODAY'S WOMAN DIET & EXERCISE GUIDE**
CBS Publications
1515 Broadway
New York, NY 10036
(212)975-7855
George Dowling, pub.
Gordon R. Burkhard, adv. mgr.
**Beauty/Fashion**

**WOMEN'S DIGEST**
Today's Communications, Inc.
630 Third Ave.
New York, NY 10016
(212)687-7226
Richard J. Roll, pub., adv. mgr.
**Women's service**

**WOMEN'S SPORTS (1/79)**
Women's Sports Publications
307 Town & Country Village
Palo Alto, CA 94301
(415)321-5102
Douglas Latimer, pub.
James Santy, adv. dir.
**Sports**

**WOODALL'S RV BUYER'S GUIDE**
Woodall Publishing Co.
500 Hyacinth Place
Highland Park, IL 60035
(312)433-4550
William R. Davis, pub.
Ron Schram, adv. mgr.
**Automotive; Camping/Outdoor living; Men's interests**

**WOODALL'S TRAILER & RV TRAVEL**
Woodall Publishing Co.
500 Hyacinth Place
Highland Park, IL 60035
(312)433-4550
William R. Davis, pub.
Ron Schram, adv. mgr.
**Automotive; Camping/Outdoor living; Men's interests**

**WOODENBOAT MAGAZINE**
WoodenBoat Publications, Inc.
Box 78
Brooklin, ME 04616
(207)359-4651
Terence P. Driscoll, pub.
Ann Wells, adv. mgr.
**Boating**

**WOODMEN OF THE WORLD MAGAZINE**
Woodmen of the World Life Insurance Society
1700 Farnam St.
Omaha, NE 68102
(402)342-1890
Leland A. Larson, pub.
**Fraternal/Labor/Civic**

**THE WORK BASKET**
Modern Handcraft, Inc.
4251 Pennsylvania
Kansas City, MO 64111
(816)531-5730
J. E. Tillotson II, pub.
Brad Reynolds, adv. mgr.
**Crafts/Hobbies**

**WORKBENCH**
Modern Handcraft, Inc.
4251 Pennsylvania
Kansas City, MO 64111
(816)531-5730
J. E. Tillotson II, pub.
Brad Reynolds, adv. mgr.
**Crafts/Hobbies; Men's interests**

**WORKING WOMAN**
Hal Publications
600 Madison Ave.
New York, NY 10022
(212)750-0020
James B. Horton, pub.
Mary Anne Sommers, adv. dir.
**Business; General editorial; Women's service**

**WORLD COIN NEWS**
Krause Publications
700 E State St.
Iola, WI 54945
(715)445-2214
Cliff Meshler, pub.
James Fulton, adv. dir.
**Crafts/Hobbies**

**WORLD TENNIS**
CBS Publications
1515 B'way
New York, NY 10036
(212)975-7214
Bruce Gray, pub.
Terence Moyer, adv. mgr.
**Sports**

**WRITER'S DIGEST**
F & W Publishing Co.
9933 Alliance Rd.
Cincinnatti, OH 45242
(513)984-0717
Richard Rosenthal, pub.
Colleen Dowling, adv.mgr.
**Crafts/Hobbies; Entertainment**

## X

**X-COUNTRY RUNNER/SKIER**
Circle Publications, Inc.
37 Quade St.
Glens Falls, NY 12801
Howard W. Nason, pub.
Alan R. Nason, adv. mgr.
**Sports**

**XEROX STUDENT GROUP (4 TITLES)**
Xerox Education Publications
41 E 42 St.
New York, NY 10017
(212)986-4626, Conn. (203) 347-7251
Robert A. Quigley, pub.
Raymond J. Ruffio, adv. dir.
**Youth**

## Y

**YACHT RACING/CRUISING**
North American Publishing Co.
23 Leroy Ave.
Darien, CT 06820
(203)655-2531
George A. Eddy, pub.
**Boating**

**YACHTING**
Ziff-Davis Publishing Co.
One Park Ave.
New York, NY 10016
(212)725-3500
Edward Muhlfeld, pub.
Alexander Armentrout, adv. dir.
**Boating**

**YACHTSMANS GUIDE TO THE BAHAMAS**
Tropic Isle Publishers, Inc.
PO Box 340866
Coral Gables, FL 33134
(305)444-9386
Philip LeBoutillier, Jr., pub.
Barbara Johnson, adv. dir.
**Boating; Flying; Travel**

**YACHTSMANS GUIDE TO THE GREATER ANTILLES**
Tropic Isle Publishers, Inc.
PO Box 340866
Coral Gables, FL 33134
(305)444-9386
Philip LeBoutillier, Jr., pub.
Harry Kline, adv. rep.
**Boating; Flying; Travel**

**YANKEE MAGAZINE**
Yankee, Inc.
Dublin, NH 03444
(603)563-8111
C. R. Trowbridge, pub.
Robert Pettegrew, adv. mgr.
**City/State/Regional; Entertainment; General editorial**

**YANKEE MAGAZINE'S GUIDE TO NEW ENGLAND**
Yankee Press
581 Boylston St.
Boston, MA 02116
(617)266-0813
Richard Heckman, pub.
Robert Pettegrew, adv. dir.
**Travel**

**YANKEE MAGAZINE'S GUIDE TO THE STATE OF NEW YORK**
Yankee Press
581 Boylston St.
Boston, MA 02116
(617)266-0813
Richard Heckman, pub.
Robert Pettegrew, adv. dir.
**Travel**

**YOUNG ATHLETE**
Young Athlete Enterprises, Inc.
1601 114 SE
Bellevue, WA 98004
(206)453-1530
Jim Rothaus, pub.
Jackie Rothaus, adv. dir.
**Sports; Youth**

**YOUR CHURCH**
Religious Publishing Co.
198 Allendale Rd.
King of Prussia, PA
(215)265-9400
William B. Shubert, pub.
**Religion**

**YOUTH SOCCER MAGAZINE**
Matson Publishing Co.
2750 Oregon Court Bldg. M11
Torrance, CA 90503
(213)533-0328
Richard Blake, pub.
Larry R. Purciele, adv. dir.
**Sports; Youth**

## Z

**ZIFF-DAVIS MAGAZINE NETWORK (7 TITLES)**
Ziff-Davis Publishing Co.
1 Park Ave.
New York, NY 10016
(212)725-3500
Albert Traina, pres.
James L. Kopper, adv. dir.
**Men's interests**

**Only one women's magazine gives you 17 issues a year.**

*The only tri-weekly magazine...*

**Family Circle.**

**A new issue every three weeks.**

# Call us "Decisions" but label us "Marketing & Media"

Our new name, "Marketing & Media Decisions," is a mouthful, we know. Just call us "Decisions."

Of course we have an important reason for hanging an elongated name on our magazine. "Marketing/brand management" at the advertiser has always been our first circulation classification, and it's about time we made "Marketing" our first name, too.

Close on the heels of Marketing's 21.4% of our qualified circulation comes the agency's media department with 20.4%. We're the Media Department's Bible, and we're proud to be. They not only read us; they clip us, file us, route us, use us in their work.

Because advertising is one of the corporation's biggest dollar investments today, the advertiser is becoming more and more involved in the media buy. Media have to reach both agency and advertiser to make the sale.

Most advertising trade papers are read at the agency level. You need a book that the advertiser also needs and reads. At the advertiser…

…85.3% in marketing/brand management get M&MD *by personal written request.*

…So do 90.8% in advertising/sales promotion.

…So do 62.7% at the general/corporate management level.

…So do 91.9% of the advertising/sales promotion/merchandising executives at the major retailers.

Our circulation galley is open for your inspection. If you'd like to check us against your key accounts, phone Mike Membrado, vp, advertising director, at (212) 953-1888.

**MARKETING & MEDIA Decisions**
342 Madison Avenue
New York, NY 10017
(212) 953-1888

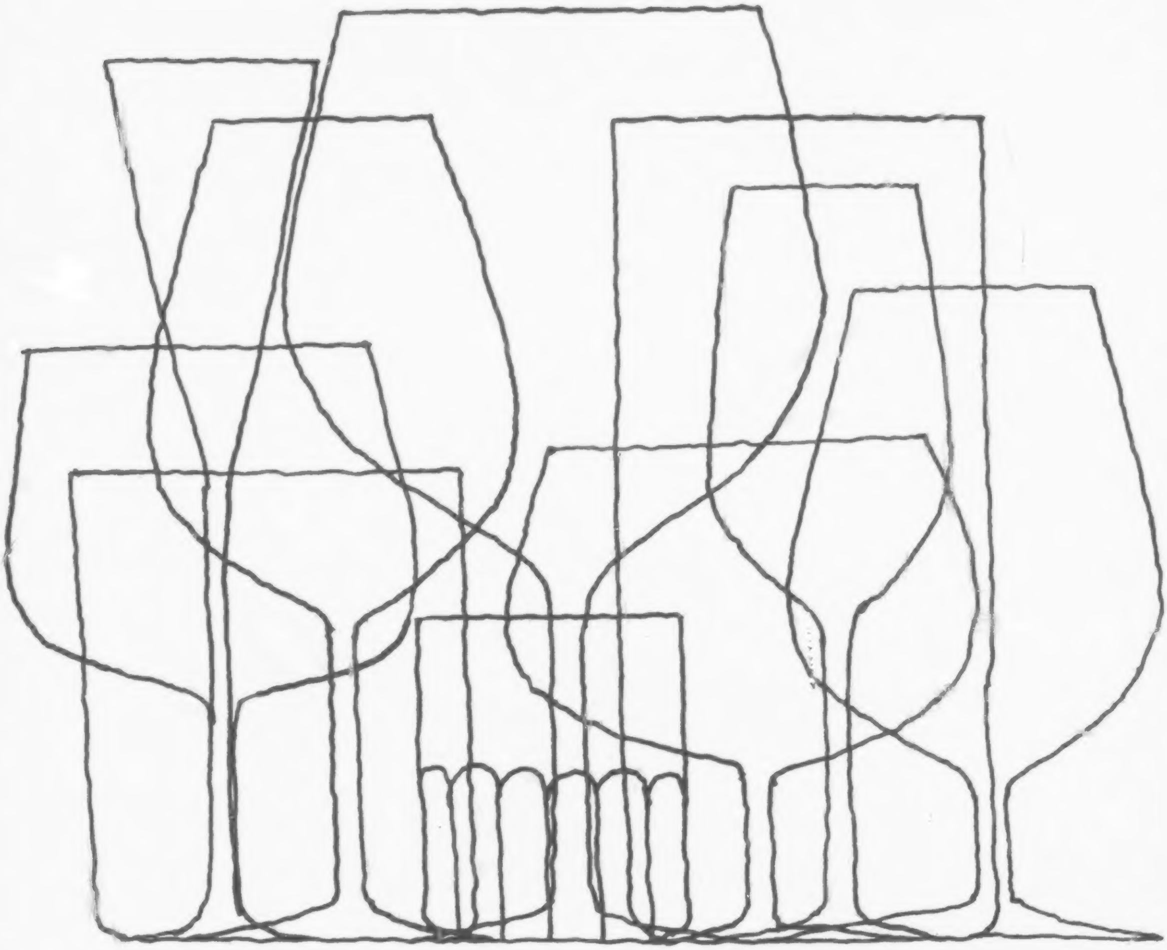
## ADVERTISERS (11,077)

| | |
|---|---|
| 5,139 | Marketing/brand/product management |
| 2,681 | Advertising sales promotion |
| 919 | Retail chains |
| 1,015 | General corporate management |
| 672 | Sales |
| 651 | Other |

## AGENCIES (12,578)

| | |
|---|---|
| 4,887 | Media personnel |
| 4,185 | Account contact |
| 1,658 | General corporate/management |
| 946 | Research/marketing |
| 711 | Creative |
| 355 | Buying services |
| 191 | Other |

BPA Dec. 1978



**Guidebook to the good life.**

TRAVEL&®
LEISURE

Published by American Express Publishing Corporation
1350 Avenue of the Americas, New York, N.Y. 10019; (212) 399-2500

# SECTION 3

# MAGAZINES BY CATEGORY

The media planner has always wanted right at his fingertips basic facts and figures on many different magazines. Here in simple, easy-to-use tabular format are vital statistics on more than 1,000 consumer publications answering the Encyclomedia questionnaire. These are grouped by categories which best describe the editorial content of each magazine and/or its market. Each magazine designated the categories it considered most appropriate.

It is important to keep in mind that the figures presented here are for comparative purposes and are not necessarily the most recent, since rates and circulations often change overnight.

Prior to going to press, Encyclomedia made a conscientious effort to update rates and circulation data through May 31, 1979. We apologize for not including rate changes issued between that date and publication. A separate list of those publications that have had rate changes since that date or who anticipate one within the next six months can be found on page 135. When considering a specific buy please contact the individual magazine directly. Addresses, phone numbers and key personnel may be found in the Magazine Directory beginning on page 33.

**Page 91** — Legend to tabular data.

**Page 92** — A list of the 33 editorial categories, which are arranged in alphabetical order.

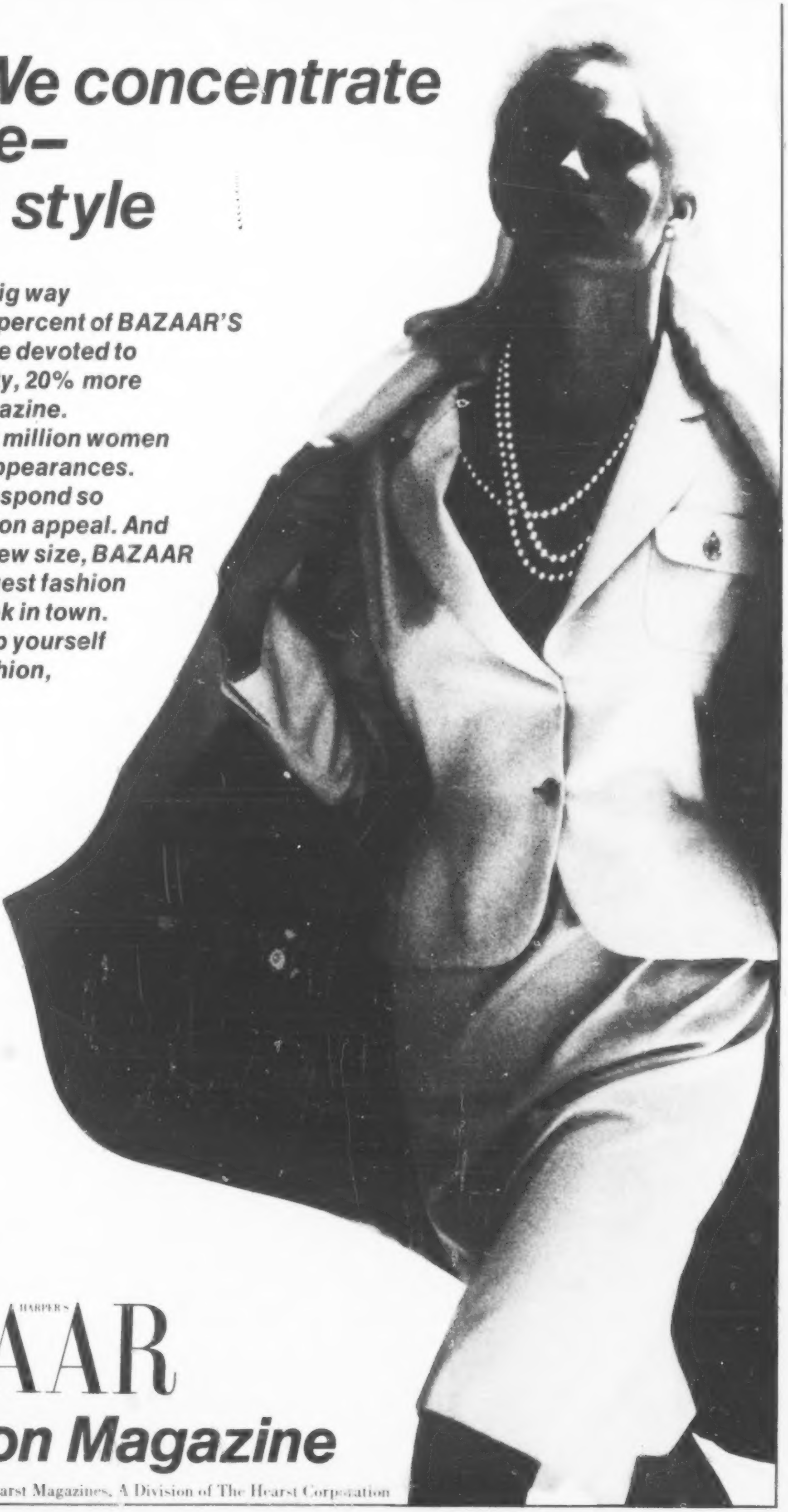
**Page 132** — Magazines in the groups, networks and corporate buys.

**Page 135** — Magazines with rate changes.

Magazines that began publishing since August, 1978 are noted by their first-issue dates in parentheses next to their titles.

# Bazaar: We concentrate on style– not life style

*And we do it in a big way*
*Over seventy five percent of BAZAAR'S editorial pages are devoted to fashion and beauty, 20% more than the next magazine.*
*We reach over 3.3 million women who care about appearances.*
*That's why they respond so strongly to a fashion appeal. And today, in our big new size, BAZAAR gives you the biggest fashion picture of any book in town.*
*If you want to wrap yourself in the cloak of fashion, do it in BAZAAR.*



HARPER'S
BAZAAR

## The Fashion Magazine

Harper's Bazaar is a publication of Hearst Magazines, A Division of The Hearst Corporation

# MAGAZINES BY CATEGORY

| | | Circulation | | | Audience | | | Page rates (1x) | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | | | | 4/C | | B/W | | | |
| **Automotive** | Freq. | Audit source | Rate base (000) | Paid (000) | Total aud. (000) | Readers /copy | Aud. data | Rate ($) | Bleed (%) | Rate ($) | Bleed (%) | Split-run editions | % edit pgs |
| American Motorcyclist | 12 | ABC | 110 | 111 | 234 | 2.0 | (E) | 2,525 | nc | 1,600 | nc | | 63 |
| Auto Club News | 6 | S | 1,200 | 1,200 | 2,000 | — | (E) | 7,875 | — | 5,694 | nc | — | 65 |
| Auto Racing Digest | 6 | S | 80 | 81 | 240 | 3.0 | — | 850 | 9 | 500 | 15 | — | 80 |
| Automotive News | 53 | ABC | 63 | 63 | — | — | E | 3,100 | nc | 2,400 | nc | R,S,D | 41 |
| Biker | 25 | S | — | 10 | 50 | 5.0 | 0 | 415 | nb | 190 | nb | — | 75 |
| Car & Driver's Buyers Guide | 1 | PE | — | — | — | — | 0 | 5,915 | 10 | 3,875 | 10 | — | 75 |
| Car and Driver | 12 | ABC | 725 | 730 | 2,600 | 3.6 | 0 | 17,590 | 10 | 11,475 | 10 | R,S | 45 |
| Car Craft[1] | 12 | ABC | 325 | 348 | 1,708 | 5.4 | S | 6,440 | 10 | 4,025 | 10 | R | — |
| Cars & Parts | 12 | S | 59 | 59 | — | — | — | 1,281 | nb | 290 | nb | — | 25 |
| Cycle | 12 | ABC | 450 | 441 | 1,983 | 4.5 | 0 | 12,035 | nc | 8,690 | nc | — | 50 |
| Cycle Buyers Guide | 1 | PE | 140 | — | — | — | — | 5,370 | nc | 3,700 | nc | — | 50 |
| Cycle News | 50 | S | — | 108 | 544 | 5.0 | 0 | 2,900 | nb | 1,700 | nb | R | 56 |
| Cycle World | 12 | ABC | 315 | 302 | 1,200 | 3.8 | T,0 | 7,740 | nc | 5,355 | nc | R | 51 |
| Easyriders | 1 | ABC | 400 | 350 | 1,400 | 3.5 | — | 5,342 | nc | 3,900 | nc | — | 70 |
| 4 x 4's and Off-Road Vehicles | 12 | S | 133 | 65 | — | — | — | 1,175 | nc | 675 | nc | — | 68 |
| 4-Wheel & Off-Road[1] | 12 | S(A) | 125 | — | — | — | S,0 | 3,000 | 10 | 1,875 | 10 | N | — |
| Hot Rod Magazine[1] | 12 | ABC | 800 | 833 | 4,102 | 5.6 | S | 14,520 | 10 | 9,075 | 10 | R | — |
| Keystone Motorist | 11 | S | 222 | — | 333 | 1.5 | — | — | — | 1,680 | nb | — | 50 |
| Michigan Living/AAA Motor News | 12 | ABC | 785 | 785 | 1,250 | 1.5 | 0 | 5,100 | nc | 4,130 | nc | R,Z | 56 |
| Minnesota AAA Motorist | 6 | S | 273 | 273 | 433 | 1.6 | 0 | 2,610 | nc | 2,160 | nc | — | 60 |
| Motor News | 12 | ABC | 794 | 794 | 1,250 | 1.6 | 0 | 5,100 | nc | 4,130 | nc | M | — |
| Motor Trend[1] | 12 | ABC | 750 | 753 | 2,515 | 3.3 | S | 16,800 | 10 | 10,500 | 10 | R | 58 |
| Motorcyclist Magazine[1] | 12 | ABC | 160 | 144 | 1,184 | 8.2 | S | 3,775 | — | 2,360 | — | — | — |
| Motorhome Life | 9 | ABC | — | 114 | 331 | 2.9 | — | 2,335 | 15 | 1,710 | 15 | R | 39 |
| Off-Road | 12 | ABC | — | 138 | 525 | 3.8 | — | 3,450 | 10 | 2,331 | 10 | R | — |
| Ohio Motorist | [illegible] | PE | 250 | — | 1,456 | 5.2 | — | 3,505 | nb | 3,105 | nb | — | 65 |
| PAG (Petersen Action Group) (10 titles)[1] | 12 | ABC | 3,445 | — | 11,775 | — | S,0 | 61,374 | 10 | 38,359 | 10 | R | — |
| Pickup, Van & 4WD | 12 | ABC | 250 | 250 | 1,875 | 7.5 | T,0 | 5,995 | nc | 3,995 | nc | R,S | 55 |
| Popular Hot Rodding | 12 | ABC | — | 292 | 1,022 | 3.5 | — | 4,820 | 10 | 3,020 | 10 | R,S | — |
| Popular Science | 12 | ABC | 1,800 | 1,862 | 5,760 | 3.2 | 0 | 20,150 | 10 | 14,205 | 10 | R,S,M,Z | 46 |

[1] Rate base not guaranteed.

## LEGEND TO TABULAR DATA

First issue date for magazines published since August, 1978 are in parentheses next to the magazine name, e.g. Good Living (6/79).

**Freq:** **Frequency** - number of times published yearly.
**Audit source:**
- **ABC** - Audit Bureau of Circulations;
- **BPA** - Business Publications Audit;
- **VAC** - Verified Audit Circulation;
- **S** - Sworn;
- **PE** - Publisher's estimate;
- **(A)** - ABC audit pending or applied for;
- **(B)** - BPA audit pending or applied for;
- **(V)** - VAC audit pending or applied for.

**Rate base**: Guaranteed circulation.
**Paid:** Paid circulation.

**Total aud.:** Total audience (circulation or rate base × readers per copy).
**Readers/copy:** Readers per copy (total audience ÷ circulation).
**Aud. data:**
- **S** - Simmons or SMRB study available;
- **T** - Target Group Index study available;
- **E** - Erdos & Morgan study available;
- **M** - Monroe Mendelsohn study available;
- **O** - Other or own study available.
- Letter in parentheses (S), (E), (M), (O) indicates that study is pending.

**4/C (B/W) Rate:** 1 × page rate in effect 5/31/79.
**Bleed** (%): Percentage added to page rate for bleed advertising.
- **nb** - No bleed advertising carried;
- **nc** - No extra charge for bleed advertising;
- **f** - Bleed charge for fractionals only.

**Split-run editions:**
- **R** - Regional;
- **S** - State;
- **M** - Metro;
- **I** - International;
- **D** - Demographic;
- **Z** - Zip;
- **X** - Military;
- **T** - Test market;
- **A** - A/B split.

**% edit pgs:** Percentage of editorial pages to total pages per average issue (1978).

* Consult publisher for exact or additional information.
— Not applicable, or information not available.

| | | Circulation | | | Audience | | | Page rates (1x) | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Automotive** CONTINUED | Freq. | Audit source | Rate base (000) | Paid (000) | Total aud. (000) | Readers /copy | Aud. data | 4/C Rate ($) | 4/C Bleed (%) | B/W Rate ($) | B/W Bleed (%) | Split-run editions | % edit pgs |
| Racecar | 12 | S | 50 | 48 | 150 | 3.0 | 0 | 850 | 6 | 550 | 9 | — | 52 |
| Rider | 12 | ABC | — | 73 | 210 | 2.9 | — | 2,335 | 15 | 1,735 | 15 | — | 46 |
| Road & Track | 12 | ABC | 575 | 591 | 2,005 | 3.5 | S,T | 12,570 | 10 | 8,110 | 10 | R | 46 |
| Road King Magazine | 4 | BPA | 191 | — | — | — | — | 3,650 | nc | 2,700 | nc | — | 76 |
| Road Rider | 12 | S | 35 | 31 | 181 | 6.0 | 0 | 1,313 | nc | 863 | nc | — | 60 |
| RV Campground & Services Directory | 1 | PE | — | 300 | 870 | 2.9 | — | 3,900 | 15 | 3,200 | 15 | — | 93 |
| Scholastic Wheels | 4 | S | 300 | — | — | — | — | 4,682 | 5 | 2,925 | 5 | — | 70 |
| Sport Trucking | 12 | S | — | 55 | 316 | 5.8 | — | 1,395 | 10 | 795 | 10 | R,S | — |
| Sports Car Graphic | 4 | PE | — | — | — | — | — | 2,800 | 10 | 1,750 | 10 | — | — |
| Sportscar | 12 | S | 22 | 21 | 110 | 5.0 | 0 | 1,320 | 10 | 975 | 10 | — | 70 |
| Street Rodder | 12 | ABC | 119 | 94 | — | — | — | 1,185 | nc | 745 | nc | — | 80 |
| Super Chevy | 6 | S | — | 58 | 192 | 3.3 | — | 1,530 | 10 | 900 | 10 | S | — |
| Touring Bike | 12 | S(A) | 48 | 48 | 193 | 4.0 | 0 | 1,390 | nc | 950 | 10 | — | 80 |
| Trailer Life | 12 | ABC | — | 312 | 904 | 2.9 | — | 4,155 | 15 | 3,455 | 15 | R | 38 |
| Travelin' Vans, Mini Trucks & Pickups | 12 | S | 135 | 70 | — | — | — | 1,100 | nc | 550 | nc | — | 76 |
| Vans & Pickups[1] | 12 | S(A) | 150 | — | — | — | 0 | 3,600 | 10 | 2,250 | 10 | — | — |
| VW & Porsche | 6 | S | — | 52 | 209 | 4.0 | — | 1,935 | 10 | 1,290 | 10 | R,S | — |
| Woodall's RV Buyer's Guide | 1 | — | — | — | — | — | — | 3,495 | 15 | 2,695 | 15 | — | — |
| Woodall's Trailer & RV Travel | 12 | ABC | — | 284 | 795 | 2.8 | — | 4,045 | 15 | 3,295 | 15 | R | — |

## Beauty/Fashion

| | Freq. | Audit source | Rate base (000) | Paid (000) | Total aud. (000) | Readers /copy | Aud. data | 4/C Rate ($) | 4/C Bleed (%) | B/W Rate ($) | B/W Bleed (%) | Split-run editions | % edit pgs |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| All In Style | 10 | S | 1,200 | — | — | — | — | 19,200 | nc | 14,405 | nc | M | 50 |
| Beauty Handbook | 2 | VAC | 1,000 | 1,132 | 3,849 | 3.4 | — | 6,762 | 20 | 5,520 | 20 | — | 50 |
| Chicago's Elite | 6 | S | 30 | 15 | 100 | 3.3 | 0 | 1,325 | nc | 1,060 | nc | — | 50 |
| Conde Nast Package (5 titles)[2] | — | ABC | — | 5,273 | 24,916 | 5.7 | S,T | 66,735 | 15 | 47,300 | 15 | — | 44 |
| Cosmopolitan | 12 | ABC | 2,150 | 2,700 | 9,436 | 4.0 | S | 19,990 | 15 | 14,855 | 10 | R,S | 43 |
| Cosmopolitan's Beauty Guide | 2 | PE | — | — | 2 | 5.9 | 0 | 4,180 | nc | 3,660 | nc | — | 90 |
| Cosmopolitan's Super Diet & Exercise Guide | 2 | PE | — | — | 2 | 5.9 | 0 | 4,180 | nc | 3,660 | nc | — | 92 |
| Family Circle Great Ideas—Christmas Helps | 1 | S | 750 | — | — | — | 0 | 8,650 | nc | 6,920 | nc | — | 86 |
| Family Circle Great Ideas—Fashions & Crafts | 1 | S | 400 | — | — | — | — | 4,830 | nc | 3,865 | nc | — | 80 |
| Family Circle Great Ideas—How To Be Pretty & Trim | 1 | S | 400 | — | — | — | 0 | 6,270 | nc | 5,015 | nc | — | 95 |
| Gentlemen's Quarterly | 10 | ABC | 325 | 350 | 1,315 | 4.0 | 0 | 6,140 | 15 | 4,095 | 15 | — | 53 |
| Glamour | 12 | ABC | 1,700 | 1,796 | 7,266 | 4.0 | — | 16,400 | 15 | 11,650 | 15 | R | 42 |
| Good Housekeeping Beauty Book | 2 | PE | — | — | — | 2.7 | — | 4,180 | nc | 3,660 | nc | — | 79 |

[1] Rate base not guaranteed.

[2] Total audience and readers/copy figures based on 4 titles: Glamour, House & Garden, Mademoiselle, Vogue.

## EDITORIAL CATEGORIES

**Automotive:** automobiles, motorcycles, motor homes.
**Beauty/Fashion**
**Boating**
**Bridal.** See also: **Women's service.**
**Business**
**Camping/Outdoor living:** fishing and hunting, recreational vehicles.
**City/State/Regional:** city, state and regional magazines.
**Crafts/Hobbies:** crafts, hobbies, art and antiques, dressmaking, needlework, puzzles. See also: **Food/Entertainment.**
**Electronics**—See **Mechanics/Science/Electronics.**
**Entertainment:** theater, dance, dining, music, literature and fiction.
**Family**—See **Home/Family relations.**
**Fan**—See **Romance/Fan.**
**Farm**—See **Rural living.**
**Fashion**—See **Beauty/Fashion.**
**Flying.** See also: **Inflight.**
**Food/Home entertainment**
**Fraternal/Labor/Civic**
**General editorial:** mass, selective. See also: **Men's interests, News, Women's service.**
**Home/Family relations:** children, education, gardening, health, pets, decorating, construction. See also: **Youth, Women's service.**
**Horses:** breeding, riding, racing. See also: **Society.**
**Inflight.** See also: **Flying.**
**Mechanics/Science/Electronics.** See also: **Automotive.**
**Men's interests:** mass, selective. See also: **Automotive, Boating, Business, Camping/Outdoor living, Flying, General editorial, Mechanics/Science/Electronics, News, Photography, Sports.**
**Military**
**National merchandise catalogs**
**News.** See also: **Men's interests.**
**Newspaper distributed magazines**
**Photography**
**Political/Social issues**
**Religion**
**Romance/Fan**
**Rural living:** farming.
**Senior citizens**
**Society.** See also: **Horses.**
**Sports.** See also **Automotive, Camping/Outdoor living, Horses, News.**
**Travel.** See also: **Entertainment.**
**Women's service:** mass, selective. See also: **Bridal, Beauty/Fashion, Home/Family relations, Romance/Fan.**
**Youth.** See also: **Home/Family relations.**

|  |  | Circulation |  |  | Audience |  |  | Page rates (1x) |  |  |  |  |  |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
|  |  |  |  |  |  |  |  | 4/C |  | B/W |  |  |  |
| **BEAUTY/FASHION** CONTINUED | Freq. | Audit source | Rate base (000) | Paid (000) | Total aud. (000) | Readers /copy | Aud. data | Rate ($) | Bleed (%) | Rate ($) | Bleed (%) | Split-run editions | % edit pgs |
| Harper's Bazaar | 12 | ABC | 600 | 592 | 3,306 | 5.5 | S | 10,550 | 15 | 7,300 | 15 | R | 56 |
| Health Handbook | 2 | VAC | 500 | 493 | 887 | 1.8 | — | 4,800 | 20 | 3,900 | 20 | — | 60 |
| L'Officiel/USA | 9 | ABC | — | 146 | 910 | 6.2 | — | 4,520 | nc | 2,995 | nc | — | 60 |
| Mademoiselle | 12 | ABC | 800 | 1,018 | 3,276 | 4.1 | S | 10,775 | 15 | 7,375 | 15 | — | 49 |
| McCall's Beauty Guide (4/79) | 1 | PE | — | — | — | — | — | 3,900 | nc | 3,120 | nc | — | 72 |
| Palm Springs Life Magazine | 12 | S | 66 | 31 | 263 | 4.0 | 0 | 2,000 | nc | 1,600 | nc | — | 50 |
| Redbook's Be Beautiful | 2 | PE | — | — | — | — | — | 4,500 | nc | 3,620 | nc | — | 69 |
| Self Magazine | 12 | PE(A) | 300 | 625 | 2,000 | 3.5 | — | 5,600 | 15 | 3,750 | 15 | — | — |
| Seventeen | 12 | ABC | 1,450 | 1,454 | 8,598 | 5.9 | 0 | 13,750 | 15 | 9,525 | 15 | R,T | 44 |
| Talk Magazine | 12 | S | 180 | — | 4,140 | 2.3 | S | 7,800 | nc | 6,200 | nc | R,S,M,Z,T | 75 |
| Town & Country | 12 | ABC | — | 183 | 1,437 | 7.9 | T,E,M | 6,300 | 20 | 4,850 | 20 | — | 49 |
| Vogue | 12 | ABC | 850 | 975 | 5,159 | 6.0 | S,T,M | 12,800 | 15 | 8,800 | 15 | — | 40 |
| Vogue Beauty & Health Guide | 2 | PE | — | — | 1,832 | 4.1 | 0 | 7,,050 | 15 | 4,840 | 15 | — | 50 |
| Vogue Patterns | 6 | ABC | 375 | 446 | [illegible] | 3.0 | 0 | 4,725 | 15 | 3,375 | 15 | — | 72 |
| "W" | 26 | ABC | 175 | 193 | 626 | 3.2 | 0 | 7,940 | 5 | 5,940 | 5 | — | 49 |
| Washington Dossier | 12 | VAC | 42 | — | 150 | 2.8 | 0 | 1,695 | nc | 1,180 | nc | — | 50 |
| Woman's Day 101 Ways to Lose Weight | 1 | PE | 450 | — | — | — | — | 7,000 | 10 | 5,600 | 10 | — | 90 |
| Woman's Day Hair Style & Beauty Ideas | 2 | PE | 250 | — | — | — | — | 2,815 | 10 | 2,490 | 10 | — | 88 |
| Woman's Day Today's Woman Diet & Exercise Guide | 1 | PE | 300 | — | — | — | — | 2,500 | 10 | 2,000 | 10 | — | 90 |

## Boating

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Bay & Delta Yachtsman | 12 | S | 17 | 17 | 34 | 2.0 | — | 940 | nb | 670 | nb | — | 46 |
| Boat Owners Buyers Guide | 1 | PE | 100 | — | — | — | — | 4,655 | nc | 3,125 | nc | — | — |
| Boating | 12 | ABC | — | 192 | 768 | 4.0 | E,0 | 5,955 | nc | 4,130 | nc | R | 42 |
| Boating Almanac | 1 | S | 28 | 24 | — | — | — | 3,205 | nc | 2,625 | nc | R | — |
| Canoe | 6 | S | 80 | 79 | 320 | 4.0 | 0 | 1,600 | nc | 1,100 | nc | — | 50 |
| Chesapeake Bay Magazine | 12 | S(A) | 13 | 13 | 51 | 4.0 | — | 854 | nc | 559 | nc | — | 54 |
| Cruising World | 12 | ABC | 78 | 82 | 287 | 3.5 | 0 | 2,500 | nc | 1,700 | nc | — | [illegible] |
| The Ensign | 12 | ABC | 65 | 65 | — | — | 0 | 1,850 | nc | 1,295 | nc | — | [illegible] |
| Fins and Feathers | 12 | PE(A) | — | 97 | 152 | 1.5 | 0 | 1,370 | 10 | 950 | 10 | S | 60 |
| Go Boating | 12 | S | 48 | 5 | — | — | — | 2,075 | nb | 1,650 | nb | — | 47 |
| Lakeland Boating | 12 | S | 28 | [illegible] | — | — | — | 1,500 | nb | 950 | 10 | R | 53 |
| Motor Boating & Sailing | 12 | ABC | 132 | 132 | 1,008 | 7.6 | S,T,0 | 3,790 | nc | 2,480 | nc | — | 42 |
| Motorboat | 12 | ABC | 130 | 118 | 364 | 2.8 | 0 | 4,035 | nc | 2,785 | nc | R | 46 |
| Oceans | 6 | S | 55 | 58 | 220 | 4.0 | 0 | 1,125 | nc | 825 | nc | — | 92 |
| The Outdoor Press | 52 | S | 5 | 6 | — | — | — | 445 | nb | 200 | nb | — | 65 |
| Pacific Boating Almanac | 1 | S | — | 27 | — | — | — | 2,065 | nc | 960 | nc | R | 90 |
| Pennsylvania's Outdoor People | 12 | S | 70 | 70 | 175 | 2.5 | — | 2,100 | nc | 1,200 | nc | R,S | 50 |
| Pleasure Boating | 12 | S | 40 | 4 | 135 | 3.5 | — | 1,655 | — | 1,280 | — | — | 46 |
| Sail | 12 | ABC | [illegible] | 166 | 595 | 3.5 | 0 | 5,520 | nc | 3,865 | nc | R | 40 |
| Sailboat & Equipment Directory | 1 | PE | — | 95 | 275 | 2.9 | — | 3,565 | nc | 2,570 | nc | — | 19 |
| Sailing | 12 | PE | 50 | 50 | — | — | — | [illegible] | nc | 760 | nc | — | 60 |
| Salt Water Sportsman | 12 | S(A) | 115 | 115 | 585 | 4.8 | 0 | 1,920 | f | 1,320 | f | — | 45 |
| Sea | 12 | ABC |  | [illegible] | — | — | 0 | 5,395 | nc | 3,650 | nc | R | 52 |
| Soundings | 12 | S | 60 | 48 | 200 | 3.3 | 0 | 1,869 | nb | 1,369 | nb | R,T | 25 |
| Southern Boating | 12 | S | 17 | 5 | — | — | — | 975 | nc | 625 | nc | — | 60 |
| Spray | 8 | S | 43 | 43 | 211 | 4.8 | 0 | 1,320 | nc | 888 | nc | — | 50 |
| The Texas Fisherman | 12 | ABC | 80 | 82 | 319 | 3.9 | 0 | 1,083 | nb | 783 | nb | — | 63 |
| The Water Skier | 7 | S | 21 | 20 | 60 | 3.0 | — | 705 | nc | 405 | nc | — | 53 |
| Waterway Guide | 3 | S | 45 | 47 | 225 | 5.0 | 0 | 1,575 | nc | 1,050 | 15 | — | 68 |
| WoodenBoat Magazine | 6 | S | 30 | 30 | 60 | 2.0 | 0 | 985 | nc | 700 | nc | — | 76 |
| Yacht Racing/Cruising | 10 | S(A) | 30 | 30 | 155 | 5.0 | — | 1,480 | nc | 990 | nc | — | 63 |
| Yachting | 12 | ABC | 150 | — | 480 | 3.2 | 0 | 5,215 | nc | 3,415 | n | — | 38 |
| Yachtsmans Guide to the Bahamas | 1 | S | 18 | 17 | 17 | 1.0 | — | 975 | 20 | 800 | 20 | — | 75 |
| Yachtsmans Guide to the Greater Antilles | 1 | S | 15 | 15 | 15 | 1.0 | — | 975 | 20 | 800 | 20 | — | 78 |

## Bridal

| | | Circulation | | | Audience | | | Page rates (1x) | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Freq. | Audit source | Rate base (000) | Paid (000) | Total aud. (000) | Readers /copy | Aud. data | 4/C Rate ($) | 4/C Bleed (%) | B/W Rate ($) | B/W Bleed (%) | Split-run editions | % edit pgs |
| B H & G Brides' Book | 1 | PE | — | — | — | — | — | 9,990 | 15 | 6,975 | 15 | — | — |
| Bride's Magazine | 6 | ABC | — | 256 | 1,841 | 7.0 | (0) | 10,460 | 15 | 8,400 | 15 | R | 40 |
| Modern Bride | 6 | ABC | — | — | 1,500 | 6.0 | 0 | 10,575 | 15 | 8,460 | 15 | R | 37 |

## Business

| | Freq. | Audit source | Rate base (000) | Paid (000) | Total aud. (000) | Readers /copy | Aud. data | 4/C Rate ($) | 4/C Bleed (%) | B/W Rate ($) | B/W Bleed (%) | Split-run editions | % edit pgs |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| The American Banker | 250 | ABC | — | 16 | 60 | 3.7 | E | 3,025 | nb | 2,525 | nb | — | 60 |
| American Business | 12 | ABC | 125 | 93 | 500 | 4 | — | — | — | 1,500 | nb | — | 50 |
| Barron's | 52 | ABC | — | 227 | 809 | 3.4 | E | — | — | 5,960 | 15 | — | 50 |
| Black Enterprise | 12 | ABC | 230 | 150 | 1,100 | 4.8 | E | 8,310 | 10 | 6,500 | 10 | R,S,T | 53 |
| Business Week | 51 | ABC | 795 | 781 | 4,163 | 5.3 | S,T,M | 23,340 | 15 | 15,560 | 15 | R,D | 38 |
| Capital District Business Review | 12 | S | 14 | 3 | 34 | 2.5 | — | — | — | 728 | nc | — | 53 |
| Chief Executive | 4 | S(A) | 26 | 9 | — | — | — | 3,000 | nc | 2,500 | nc | — | 70 |
| Colorado/Business | 12 | S(B) | 11 | 9 | 24 | 1.8 | 0 | 1,575 | 10 | 1,175 | 10 | — | 55 |
| Commodities | 12 | S | 50 | 20 | 65 | 1.3 | — | 2,545 | 15 | 2,035 | 15 | — | 62 |
| Dallas-Ft. Worth Business Journal | 52 | S | 12 | 11 | 40 | 3.3 | 0 | — | — | 550 | 10 | — | 60 |
| Dallas-Ft. Worth Business Quarterly | 4 | S | 11 | 9 | 46 | 4.2 | 0 | 1,150 | 10 | 750 | 10 | — | 60 |
| Delaware Valley Business Magazine | 11 | S | 17 | — | 66 | 4.0 | 0 | 1,058 | nc | 558 | nc | — | 54 |
| Dog World | 12 | ABC | 58 | — | — | — | — | 1,630 | nc | 1,230 | nc | — | — |
| Dun's Review | 12 | ABC | 250 | — | 770 | 2.9 | S,T,E,O | 7,320 | nc | 5,405 | nc | R | 45 |
| Entrepreneur | 12 | S | 60 | 60 | 200 | 3.3 | — | 1,850 | nc | 1,250 | 10 | — | 60 |
| Financial World | 6 | ABC | — | 64 | 200 | 3.1 | 0 | 4,300 | 15 | 2,900 | 15 | — | 53 |
| Florida Trend | 12 | ABC | 35 | 35 | 128 | 3.7 | 0 | 1,795 | 15 | 1,395 | 15 | R | 45 |
| Forbes | 26 | ABC | 670 | 666 | 1,725 | 2.6 | S,M | 16,680 | 15 | 10,990 | 15 | * | 55 |
| Fortune | 26 | ABC | 660 | 662 | 1,725 | 2.9 | S,T,E,M | 22,270 | 15 | 14,650 | 15 | R,M,D | 48 |
| Government Executive | 12 | BPA | 67 | 1 | 275 | 4.0 | 0 | 3,890 | nc | 2,900 | nc | — | 55 |
| Harvard Business Review | 6 | ABC | 200 | 197 | — | — | — | 5,415 | 15 | 3,940 | 15 | — | 67 |
| Houston Magazine | 12 | S | 14 | 13 | 85 | 5.6 | — | 1,490 | 3 | 890 | 5 | — | 45 |
| Inc. Magazine (4/79) | 12 | S | 400 | — | 60 | 3.0 | 0 | 12,700 | nc | 8,800 | nc | — | — |
| Income Opportunities | 12 | — | — | — | — | — | — | 2,700 | 15 | 2,085 | 15 | — | — |
| Industry Week | 25 | ABC | 259 | 11 | 1,000 | 3.9 | S,T,E,O | 7,452 | nc | 5,520 | nc | R,D | 42 |
| Kentucky Business Ledger | 12 | S | 10 | 1 | 30 | 3 | 0 | 928 | nb | 658 | nb | — | 45 |
| Learning | 9 | ABC | 220 | — | — | — | — | 3,550 | — | 2,750 | — | — | 46 |
| Long Island Business | 52 | S | 8 | 8 | 52 | 6.5 | 0 | — | — | 882 | nb | — | 40 |
| Management Leisure Time | 12 | BPA | 1,100 | — | 4,500 | 4.1 | 0 | 10,800 | 10 | 8,500 | 10 | — | — |
| Metro Business Monthly | 24 | S | 30 | 1 | — | — | — | 1,500 | nb | 890 | nb | — | 60 |
| Nation's Business | 12 | ABC | 1,170 | 1,846 | — | — | E | 18,270 | 15 | 12,600 | 15 | R,S,M,D,A | — |
| Northern Ohio Business Journal | 26 | S | 22 | 1 | 90 | 4.0 | 0 | — | — | 950 | nb | — | 50 |
| 101 Home Plans | 4 | PE | — | 50 | — | — | — | 2,025 | nc | 1,425 | nc | — | — |
| Organizations (9/79) | 2 | PE | — | — | — | — | — | — | — | 2,500 | — | — | — |
| Personal Computing | 12 | PE | 30 | 27 | — | — | — | 1,850 | nc | 1,350 | nc | — | 65 |
| The Portland Magazine | 12 | S | 8 | 1 | 75 | 9.5 | — | 1,695 | 15 | 995 | 15 | — | 66 |
| Rodeo News | 11 | S | 10 | 10 | 47 | 4.7 | — | 975 | nc | 600 | nc | — | 70 |
| Salesman's Opportunity | 12 | PE | 180 | — | — | — | — | 2,750 | nc | 2,100 | nc | — | 26 |
| Scientific American | 12 | ABC | 575 | 692 | 2,512 | 3.6 | S,T,M,O | 13,200 | 15 | 8,800 | 15 | R | 40 |
| The South | 12 | BPA | 46 | 10 | 167 | 3.6 | 0 | 2,695 | 13 | 2,295 | 15 | — | 55 |
| Southwest Airlines Magazine | 12 | S | 35 | 1 | 500 | 14.3 | 0 | 2,000 | 10 | 1,400 | 10 | — | 60 |
| Texas Business | 12 | ABC | 35 | 33 | 90 | 2.6 | 0 | 1,960 | 10 | 1,395 | 10 | M | 60 |
| TWA Ambassador | 12 | S | 300 | — | 1,268 | 4.2 | 0 | 7,975 | nc | 6,380 | nc | — | 58 |
| Venture (5/79) | 12 | PE | 75 | — | — | — | 0 | 2,250 | 10 | 1,500 | 10 | — | 70 |
| The Wall Street Journal (Eastern Edition) | M-F | ABC | 593 | 593 | — | — | — | — | — | 14,101 | — | — | 37 |
| The Wall Street Journal (Midwest Edition) | M-F | ABC | 452 | 452 | — | — | — | — | — | 11,366 | — | — | 43 |
| The Wall Street Journal (National Edition) | M-F | ABC | 1,493 | 1,493 | 4,140 | 2.8 | S,E,M,O | — | — | 36,266 | — | R | — |
| The Wall Street Journal (Southwest Edition) | M-F | ABC | 284 | 284 | — | — | — | — | — | 4,049 | — | A | 44 |
| The Wall Street Journal (Western Edition) | M-F | ABC | 164 | 164 | — | — | — | — | — | 7,068 | — | — | 43 |
| Washington Report | 48 | PE | 350 | 350 | — | — | E | — | — | 3,660 | nb | — | — |
| Working Woman | 12 | ABC | 300 | 176 | 1,110 | 3.7 | 0 | 4,200 | nc | 2,940 | nc | — | 67 |

# DON'T WATCH AMERICA'S FASTEST GROWING ADVERTISING MEDIUM.

# READ IT.

In 1978, magazines' ad revenues climbed at a faster rate than any other medium. Up 2[illegible]% —well ahead of television (16%), radio (12%), and newspapers (14%). And in this leading industry, the magazine that leads all others is Business Week. Again. For the fourth year in a row, Business Week is first among all magazines in advertising pages. First because Business Week gets the top rating from must-keep-on-top-of-what's-happening executives. First because Business Week's lively, insightful reporting gives a clear picture of what's going on in the world of business. First because more than 4 million busy executives tune in to Business Week every business week. Week after week. (Top 5 magazines in ad pages for 1978: Business Week, 4,929; The New Yorker, 4,060; TV Guide, 3,502; Newsweek, 3,323; People, 3,177. Source: 1978 Publishers Information Bureau Jan.-Dec. 1978 and Advertising Age, January 8, 1979 issue.)

**BusinessWeek**

| **Camping/Outdoor living** | Freq. | Circulation | | | Audience | | | Page rates (1x) | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Audit source | Rate base (000) | Paid (000) | Total aud. (000) | Readers /copy | Aud. data | 4/C Rate ($) | 4/C Bleed (%) | B/W Rate ($) | B/W Bleed (%) | Split-run editions | % edit pgs |
| Adirondack Life | 6 | S | 46 | 42 | 124 | 2.7 | 0 | 1,304 | 15 | 904 | 15 | — | 60 |
| Adventure Travel | 12 | S | 100 | 103 | 350 | 3.0 | 0 | 2,800 | nc | 2,000 | nc | — | 70 |
| American Field | 52 | S | 14 | — | 45 | 3.0 | — | — | — | 528 | — | — | 54 |
| The American Handgunner | 6 | ABC | 85 | 86 | 516 | 6.0 | — | 1,270 | 10 | 820 | 10 | — | 60 |
| The American Hunter | 12 | PE | 150 | 150 | — | — | — | 2,100 | nb | 1,425 | nb | — | 88 |
| American Motorcyclist | 12 | ABC | 110 | 111 | 234 | 2.0 | (E) | 2,125 | nc | 1,600 | nc | — | 63 |
| The American Rifleman | 12 | PE | 1,000 | 1,000 | — | — | — | 8,700 | nb | 7,080 | nb | — | 62 |
| American Shotgunner | 12 | PE | 183 | 183 | 400 | 2.0 | — | 1,800 | nc | 1,275 | 10 | — | 55 |
| Appalachia Bulletin | — | S | 22 | 21 | 66 | 3.0 | 0 | 838 | nc | 438 | nc | — | 88 |
| Appalachia Journal | 2 | S | 22 | 21 | 66 | 3.0 | 0 | 838 | nc | 438 | nc | — | 88 |
| Audubon | 6 | S | 300 | 325 | 1,118 | 3.4 | 0 | 6,480 | nc | 4,320 | nc | R | 78 |
| Backpack | 1 | S | 79 | 79 | 197 | 2.5 | — | 1,300 | 10 | 980 | 10 | — | 70 |
| Backpacker | 6 | S | 120 | 120 | 396 | 3.3 | 0 | 3,450 | 15 | 2,300 | 15 | — | 60 |
| Backpacking Journal | 4 | PE | 50 | 50 | — | — | — | 1,995 | nc | 1,595 | 15 | — | 83 |
| Bicycling | 9 | S | 110 | 114 | — | — | 0 | 2,155 | nc | 1,695 | 10 | — | 55 |
| Bowhunter Magazine | 6 | S | 100 | 77 | 399 | 4.0 | 0 | 1,312 | nc | 875 | nc | — | — |
| Campground & Trailer Park Guide | 1 | S | 350 | 394 | — | 3.0 | (E) | 3,900 | f | 3,300 | f | R | 72 |
| Camping Journal | 9 | ABC | 321 | 321 | 1,071 | 3.3 | — | 4,495 | nc | 3,495 | 15 | — | 62 |
| Canoe | 6 | S | 80 | 79 | 320 | 4.0 | 0 | 1,600 | nc | 1,100 | nc | — | 50 |
| Family Motor Coaching | 12 | PE | 25 | 25 | 75 | 3.0 | — | 1,150 | 15 | 690 | 15 | — | 64 |
| Field & Stream | 12 | ABC | 2,000 | 2,043 | 8,184 | 4.1 | S | 22,960 | 10 | 15,400 | 10 | R,S | 45 |
| Field & Stream Hunting Annual | 1 | PE | 250 | — | — | — | — | 3,600 | 10 | 2,400 | 10 | R | 90 |
| Fins and Feathers | 12 | PE(A) | — | 97 | 152 | 1.5 | 0 | 1,370 | 10 | 950 | 10 | S | 60 |
| Fishing and Hunting News | 52 | ABC | 136 | 136 | 436 | 3.2 | — | 2,055 | 10 | 1,370 | 10 | R | 45 |
| Fishing World | 6 | S | 220 | 252 | 606 | 2.4 | E | 1,890 | 10 | 1,450 | 10 | — | 55 |
| Florida Sportsman | 12 | S | 74 | 50 | 222 | 3.0 | — | 815 | nc | 635 | nc | — | 52 |
| Fly Fisherman | 7 | S | 120 | 97 | — | — | — | 2,560 | 10 | 1,895 | 10 | — | — |
| 4 x 4's and Off-Road Vehicles | 12 | S | 133 | 65 | — | — | — | 1,175 | nc | 675 | nc | — | 68 |
| 4-Wheel & Off-Road[1] | 12 | S(A) | 125 | — | — | — | S,0 | 3,000 | 10 | 1,875 | 10 | N | — |
| Fur-Fish-Game | 12 | S | 190 | 196 | 800 | 4.0 | — | 17,00* | 10 | 1,220 | 10 | — | 55 |
| Georgia Sportsman | 12 | S | 36 | 36 | 91 | 2.5 | 0 | 746 | 10 | 480 | 10 | — | 70 |
| Gun Week | 52 | S | 35 | 35 | — | — | — | 745 | nb | 481 | nb | — | 45 |
| Guns & Ammo[1] | 12 | ABC | 425 | 494 | 2,751 | 6.2 | S | 7,025 | 10 | 4,390 | 10 | R | — |
| Guns Magazine | 12 | S | 135 | 129 | 405 | 3.0 | — | 1,500 | 10 | 975 | 10 | — | 50 |
| Hunting[1] | 12 | ABC | 165 | 175 | 1,728 | 9.3 | S,0 | 4,160 | 10 | 2,600 | 10 | R | — |
| Hunting Dog Magazine | 12 | S | 29 | 29 | 117 | 4.1 | 0 | 850 | 10 | 520 | 10 | — | 66 |
| Maco's Fishing Annual | 1 | S | 100 | 100 | 280 | 2.8 | 0 | 1,240 | nc | 700 | nc | — | 80 |
| Mariah/Outside | 6 | ABC | 200 | 84 | 820 | 4.1 | 0 | 5,990 | 15 | 3,990 | 15 | — | 60 |
| Michigan Out-Of-Doors | 12 | S | 100 | 108 | 470 | 4.4 | — | 1,125 | nc | 875 | nc | — | 50 |
| Montana Magazine | 6 | S | 86 | 85 | — | — | — | 1,350 | nc | 785 | nc | — | 65 |
| The Mother Earth News | 6 | ABC | 550 | 581 | 2,730 | 4.4 | 0 | 9,900 | nc | 6,600 | nc | A | 66 |
| Motorhome Life | 9 | ABC | — | 114 | 331 | 2.9 | — | 2,335 | 15 | 1,710 | 15 | R | 39 |
| Off Belay Magazine | 6 | PE | 9 | 8 | — | — | — | — | — | 300 | 10 | — | 73 |
| Off-Road | 12 | ABC | — | 138 | 525 | 3.8 | — | 3,450 | 10 | 2,331 | 10 | R | — |
| Outdoor America | 6 | S | 50 | 49 | 149 | 3.0 | — | 950 | nc | 600 | nc | — | 80 |
| Outdoor Life | 12 | ABC | 1,700 | 1,752 | 5,598 | 3.3 | S,T,0 | 19,800 | 10 | 13,900 | 10 | R | 47 |
| Outdoor Life's 1979 Guide to Fishing the Midwest | 1 | PE | — | — | — | — | — | 3,450 | nc | 2,000 | nc | — | 69 |
| Outdoor Life's 1979 Guide to Fishing the South (1/79) | 1 | PE | — | — | — | — | — | 3,450 | nc | 2,000 | nc | — | — |
| Outdoor Life's 1979 Guide to Hunting the Midwest | 1 | PE | — | — | — | — | — | 3,450 | nc | 2,000 | nc | — | 78 |
| The Outdoor Press | 52 | S | 6 | 6 | — | — | — | 445 | nb | 200 | nb | — | 85 |
| PAG (Petersen Action Group) (10 titles)[1] | 12 | ABC | 3,445 | — | 11,775 | — | S,0 | 61,374 | 10 | 38,359 | 10 | R | — |
| Pennsylvania's Outdoor People | 12 | S | 70 | 70 | 175 | 2.5 | — | 2,100 | nc | 1,200 | nc | R,S | 50 |
| Race & Rally Magazine | 4 | PE | 65 | 67 | 308 | 4.1 | 0 | 2,750 | 10 | 2,000 | 10 | — | 63 |
| Road Rider | 12 | S | 35 | 31 | 181 | 6.0 | 0 | 1,313 | nc | 863 | nc | — | 60 |
| RV Campground & Services Directory | 1 | PE | — | 300 | 870 | 2.9 | — | 3,900 | 15 | 3,200 | 15 | — | 93 |

[1] Rate base not guaranteed

| Camping/Outdoor living CONTINUED | Freq. | Circulation | | | Audience | | | Page rates (1x) | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Audit source | Rate base (000) | Paid (000) | Total aud. (000) | Readers /copy | Aud. data | 4/C Rate ($) | 4/C Bleed (%) | B/W Rate ($) | B/W Bleed (%) | Split-run editions | % edit pgs |
| Salt Water Sportsman | 12 | S(A) | 115 | 115 | 585 | 4.8 | 0 | 1,920 | f | 1,320 | f | — | 45 |
| Shooting Times | 12 | ABC | 173 | 173 | — | — | 0 | 2,475 | nc | 1,650 | nc | — | 55 |
| Sierra | 6 | PE | 180 | 178 | 270 | 1.5 | 0 | 2,350 | nc | 1,950 | nc | — | — |
| Snow Goer | 5 | VAC | 1,006 | 55 | 3,600 | — | E | 16,930 | nc | 11,970 | 10 | R | 60 |
| Snow Week | 17 | ABC | 18 | 17 | — | — | — | — | nb | 1,190 | nb | — | 67 |
| Snowmobile West | 5 | PE | 50 | 30 | — | 3.5 | — | 2,100 | 10 | 1,500 | 10 | — | 57 |
| Sports & Recreation | 6 | S | 35 | 35 | 105 | 3.0 | 0 | 650 | nc | 525 | nc | — | 61 |
| Sports Afield | 12 | ABC | 500 | 572 | 2,974 | 5.0 | S | 7,000 | 10 | 5,000 | 10 | S | 53 |
| Sports Afield Fishing Annual | 1 | PE | — | — | 3,250 | 10.0 | 0 | 4,810 | 10 | 2,850 | 10 | — | 29 |
| Sports Afield Hunting Annual | 1 | PE | — | — | 2,900 | 10.0 | 0 | 3,715 | 10 | 2,200 | 10 | — | 29 |
| Sports Afield Special Publications (5 titles)[2] | 5 | PE | — | — | 2,500 | 10.0 | 0 | 3,375 | 10 | 2,000 | 10 | — | 29 |
| Sunset: Western Campsite Directory | 1 | PE | — | — | — | — | — | 1,777 | 15 | 1,188 | 15 | — | 80 |
| Sunset: Western Travel Adventures | 1 | PE | — | — | — | — | — | 1,928 | 15 | 1,289 | 15 | — | 59 |
| The Texas Fisherman | 12 | ABC | 80 | 82 | 319 | 3.9 | 0 | 1,083 | nb | 783 | nb | — | 63 |
| Times Mirror Magazine Network (5 titles) | 12 | ABC | 4,970 | 5,069 | 13,938 | 2.9 | T | 57,178 | — | 39,861 | — | — | — |
| Today's Hunters' Guns | 4 | S | 110 | 128 | 358 | 2.8 | — | 1,465 | nc | 1,100 | nc | — | 80 |
| Trailer Life | 12 | ABC | — | 312 | 904 | 2.9 | — | 4,155 | 15 | 3,455 | 15 | R | 38 |
| Travelin' Vans, Mini Trucks & Pickups | 12 | S | 135 | 70 | — | — | — | 1,100 | nc | 550 | nc | — | 76 |
| Trout | 4 | PE | 20 | 18 | — | — | — | 844 | 10 | 404 | 10 | — | 77 |
| Van Life & Family Trucking | 12 | PE | — | 31 | 186 | 2.9 | — | 1,560 | 15 | 900 | 15 | R | 61 |
| Western Backcountry Magazine[3] | 12 | S | 15 | 10 | 60 | 3.5 | — | 600 | 15 | 300 | 15 | — | — |
| Western Outdoor News | 50 | S | — | 76 | 334 | 4.4 | 0 | 1,450 | nc | 1,000 | nc | R,S | — |
| Western Outdoors | 11 | ABC | — | 126 | 542 | 4.3 | 0 | 1,890 | 10 | 1,290 | 10 | — | — |
| Wilderness Camping | 6 | S | 98 | 98 | 256 | 2.6 | 0 | 2,090 | 12 | 1,700 | 15 | — | 60 |
| Wisconsin Sportsman | 6 | S | 49 | 49 | 150 | 3.1 | 0 | 848 | nc | 632 | nc | — | 70 |
| Woodall's RV Buyer's Guide | 1 | — | — | — | — | — | — | 3,495 | 15 | 2,695 | 15 | — | — |
| Woodall's Trailer & RV Travel | 12 | ABC | — | 284 | 795 | 2.8 | — | 4,045 | 15 | 3,295 | 15 | R | — |

## City/State/Regional

| City/State/Regional | Freq. | Audit source | Rate base (000) | Paid (000) | Total aud. (000) | Readers /copy | Aud. data | 4/C Rate ($) | 4/C Bleed (%) | B/W Rate ($) | B/W Bleed (%) | Split-run editions | % edit pgs |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Adirondack Life | 6 | S | 46 | 42 | 124 | 2.7 | [illegible] | 1,304 | 15 | 904 | 15 | — | 60 |
| Albuquerque | 12 | PE | 15 | — | 30 | 2.0 | 0 | 800 | 6 | 600 | 8 | — | 65 |
| Aloha—The Magazine of Hawaii | 6 | PE | 68 | 68 | 150 | 2.0 | — | 1,890 | nc | 1,515 | nc | — | 90 |
| American MAP/Los Angeles (5/79) | 4 | PE | 25 | — | — | — | — | 800 | 5 | 700 | 5 | — | — |
| American MAP/San Francisco (4/79) | 4 | PE | 25 | — | — | — | — | 800 | 5 | 700 | 5 | — | — |
| Anchorage (2/79) | 12 | S | 20 | — | — | — | — | 1,075 | nc | 860 | nc | — | — |
| Arkansas Times | 12 | S | 12 | — | — | — | — | 795 | nc | 640 | nc | — | — |
| Art Happenings of Houston | 4 | S | 15 | — | 45 | 3.0 | — | — | — | 310 | — | — | — |
| Atlanta Journal & Constitution Magazine | 52 | ABC | — | 537 | — | — | 0 | 5,077 | nc | 4,285 | nc | * | 50 |
| Atlanta Magazine | 12 | ABC | 38 | 40 | 164 | 4.1 | 0 | 1,730 | 15 | 1,230 | 15 | — | 50 |
| Atlantic City Magazine | 4 | S | 60 | 30 | 480 | 8.0 | — | 2,250 | 15 | 1,500 | 15 | — | 41 |
| Austin | 12 | S | 9 | 9 | 60 | 7 | 0 | 580 | nc | 430 | nc | — | 63 |
| Austin Living | 3 | S(B) | 90 | — | — | — | — | 2,400 | 7 | 1,725 | 9 | — | 33 |
| Avenue[4] | 9 | BPA | 32 | — | 144 | 4.5 | 0 | 1,995 | 15 | 1,350 | 15 | — | 53 |
| Avenue M | 12 | S | 15 | — | 50 | 3.3 | — | — | — | 920 | nc | — | 45 |
| Back Home In Kentucky | 6 | S | 16 | 6 | — | — | — | 820 | nc | 420 | nc | — | 75 |
| Baltimore Magazine | 12 | S(A) | — | 39 | 176 | 4.5 | 0 | 1,995 | 10 | 1,095 | 10 | — | 45 |
| Bay Life | 12 | S | 20 | — | — | — | — | 1,075 | nc | 860 | nc | — | — |
| Bay Views | 11 | S | 10 | 5 | 25 | 2.5 | 0 | 725 | nc | 580 | nc | — | 60 |
| Beverly Hills | 6 | S | 50 | — | — | — | — | 1,990 | 10 | 1,400 | 10 | — | 70 |
| Bflo. Magazine | 6 | S | 30 | 25 | 96 | 3.2 | 0 | 1,135 | 10 | 798 | 10 | — | 65 |
| Big Valley | 12 | VAC | 30 | 13 | — | — | — | 1,325 | nc | 1,060 | nc | — | — |
| Birmingham | 12 | S | 7 | 2 | — | — | — | 620 | nc | 500 | nc | — | 52 |
| Boston Globe's New England Magazine | 52 | ABC | — | 694 | — | — | 0 | 6,243 | — | 4,863 | — | * | 50 |

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[2] Figures are for each of the 5 publications

[3] Formerly known as Wild Country

[4] Rates shown are 3x rates

## City/State/Regional CONTINUED

| | | Circulation | | | Audience | | | Page rates (1x) | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | | | | 4/C | | B/W | | | |
| | Freq. | Audit source | Rate base (000) | Paid (000) | Total aud. (000) | Readers /copy | Aud. data | Rate ($) | Bleed (%) | Rate ($) | Bleed (%) | Split-run editions | % edit pgs |
| Boston Herald American's Sunday Magazine | 52 | ABC | — | 352 | 971 | 2.8 | 0 | 4,230 | nc | 3,600 | nc | A | 53 |
| Boston Magazine | 12 | ABC | 70 | 73 | 280 | 4.0 | 0 | 2,135 | 10 | 1,495 | 10 | — | 43 |
| Broward Life | 12 | VAC | 15 | 6 | 80 | 4.0 | 0 | 1,040 | 10 | 795 | 10 | — | 45 |
| Brown's Guide to Georgia | 12 | ABC | 60 | 61 | 189 | 3.3 | 0 | 1,770 | nc | 1,420 | nc | — | 40 |
| Buffalo Spree | 4 | S | 20 | 1 | — | — | — | 1,340 | nc | 840 | nc | — | 40 |
| Capital District Business Review | 12 | S | 14 | 3 | 34 | 2.5 | — | — | — | 728 | nc | — | 53 |
| Central Florida Scene | 8 | PE | 10 | 5 | 60 | 5.8 | 0 | 715 | 10 | 605 | 10 | — | 60 |
| Charlotte Magazine | 6 | S | 10 | 10 | 60 | 6.0 | 0 | 750 | nc | 550 | 15 | — | 55 |
| Chesapeake Bay Magazine | 12 | S(A) | 13 | 13 | 51 | 4.0 | — | 854 | nc | 559 | nc | — | 54 |
| Chicago | 12 | ABC | 180 | 171 | 1,038 | 5.5 | 0 | 4,120 | 15 | 2,580 | 15 | — | 47 |
| Chicago's Elite | 6 | S | 30 | 15 | 100 | 3.3 | 0 | 1,325 | nc | 1,060 | nc | — | 50 |
| The Cincinnati Magazine | 12 | S | 25 | 24 | 109 | 4.1 | 0 | 1,145 | 10 | 795 | 10 | — | 54 |
| Cincinnati Queen City Magazine (5/79) | 12 | PE | 15 | — | — | — | — | 1,015 | nc | 665 | nc | — | — |
| City | 12 | (A) | 15 | 7 | — | — | — | 900 | nc | 720 | nc | — | 68 |
| Cleveland | 12 | ABC | 58 | 50 | 191 | 3.3 | 0 | 1,610 | nc | 1,150 | nc | — | 43 |
| Colorado/Business | 12 | S(B) | 11 | 9 | 24 | 1.8 | 0 | 1,575 | 10 | 1,175 | 10 | — | 55 |
| Columbus Monthly | 12 | ABC | 36 | 34 | 116 | 3.2 | 0 | 1,190 | nc | 850 | nc | — | 51 |
| Commonwealth, The Magazine of Virginia | 12 | S | 8 | 8 | 22 | 2.8 | — | 655 | nc | 525 | nc | — | 50 |
| Connecticut Magazine | 12 | ABC | 60 | 61 | 104 | 1.7 | 0 | 2,100 | 10 | 1,500 | 10 | — | 55 |
| County Life | 12 | PE | 18 | 12 | 30 | 2.7 | 0 | 850 | 10 | 675 | 10 | — | 55 |
| Cue New York | 26 | ABC | 275 | 275 | 850 | 3.1 | S,E | 6,900 | 15 | 4,900 | 15 | — | 70 |
| D Magazine | 12 | ABC | 58 | 58 | 174 | 3.0 | 0 | 1,995 | 10 | 1,460 | 10 | — | 50 |
| Dallas Magazine | 12 | S | 13 | 9 | — | — | — | 1,345 | nc | 895 | nc | — | 50 |
| Dallas-Ft. Worth Business Journal | 52 | S | 12 | 11 | 40 | 3.3 | 0 | — | — | 550 | 10 | — | 60 |
| Dallas-Ft. Worth Business Quarterly | 4 | S | 11 | 9 | 46 | 4.2 | 0 | 1,150 | 10 | 750 | 10 | — | 60 |
| Dallas-Ft. Worth Home/Garden | 12 | (A) | 37 | 37 | 90 | 2.4 | 0 | 1,920 | 10 | 1,300 | 10 | — | 77 |
| Dallas/Fort Worth Living | 6 | S(B) | 90 | — | — | — | — | 2,600 | 6 | 1,925 | 8 | — | 31 |
| Dayton, USA | 6 | S | — | 6 | 59 | 6.5 | 0 | 800 | 10 | 600 | 10 | — | 45 |
| Delaware Today | 12 | S | — | 8 | 55 | 7.0 | 0 | 890 | nb* | 495 | nb* | — | 53 |
| Delaware Valley Business Magazine | 11 | S | 17 | — | 66 | 4.0 | 0 | 1,058 | nc | 558 | nc | — | 54 |
| Denver Living | 6 | S(B) | 90 | — | — | — | — | 2,600 | 6 | 1,925 | 8 | — | 32 |
| The Denver Magazine | 12 | ABC | 21 | 21 | 35 | 1.5 | 0 | 1,325 | nc | 875 | nc | — | 65 |
| Denver Monthly | 12 | ABC | 25 | 17 | 62 | 2.5 | — | 1,240 | nc | 930 | nc | — | 65 |
| Detroit News Magazine | 52 | ABC | — | 828 | — | — | 0 | — | — | 7,130 | 8240 | — | 50 |
| Down East | 12 | S | 70 | 70 | 250 | 3.6 | 0 | 1,920 | 10 | 1,540 | 10 | — | 50 |
| Esprit | 12 | VAC | 10 | — | — | — | — | 725 | nc | 580 | nc | — | — |
| Exclusively Yours, Wisconsin | 15 | S | 40 | — | — | — | 0 | 1,475 | nc | 1,180 | nc | — | 26 |
| Fairfield County Magazine | 12 | S | 26 | 7 | 75 | 3.0 | 0 | 1,265 | nc | 1,015 | nc | — | 44 |
| Finger Lakes Travel Guide | 1 | S | 60 | 5 | — | — | — | 760 | 15 | 620 | 15 | — | — |
| Florida Gulf Coast Living | 6 | S(B) | 80 | 5 | — | — | — | 2,600 | 6 | 1,925 | 8 | — | — |
| Florida Trend | 12 | ABC | 35 | 35 | 128 | 3.7 | 0 | 1,795 | 15 | 1,395 | 15 | R | 45 |
| Fort Collins Magazine | 6 | S | 8 | 5 | — | — | (0) | 760 | 15 | 550 | 15 | N | 60 |
| Fort Wayne | 12 | S | 20 | — | — | — | — | 1,075 | nc | 860 | nc | — | — |
| The Fugue | 12 | S | 10 | — | — | — | — | 725 | nc | 580 | nc | — | — |
| GO, The Authentic Guide to New Orleans | 12 | PE | 30 | — | 90 | 3.0 | — | 800 | nc | 625 | nc | — | 33 |
| Gold Coast of Florida | 12 | S | 30 | 19 | 108 | 3.6 | 0 | 1,420 | nc | 1,090 | nc | R | 43 |
| Grand Rapids | 12 | S | 5 | — | — | — | — | 550 | nc | 440 | nc | — | — |
| Gulfshore Life Magazine | 7 | PE | 16 | — | — | — | — | 900 | 10 | 700 | 10 | — | 45 |
| Hampton Life | 10 | S | 15 | — | — | — | — | 900 | nc | 720 | nc | — | — |
| Houston City Magazine | 12 | S(A) | 40 | 40 | 140 | 3.5 | 0 | 1,800 | 10 | 1,195 | 10 | — | 67 |
| Houston Living | 6 | S(B) | 90 | — | — | — | — | 2,600 | 6 | 1,925 | 8 | — | 29 |
| Houston Magazine | 12 | S | 14 | 13 | 85 | 5.6 | — | 1,490 | 3 | 890 | 5 | — | 45 |
| Hudson Valley Magazine | 12 | S | 26 | 13 | 80 | 3.0 | 0 | 1,215 | nc | 975 | nc | — | 63 |
| Indianapolis | 12 | S | 7 | — | — | — | — | 620 | nc | 500 | nc | — | — |
| Indianapolis Home & Garden | 12 | S | 20 | 19 | — | — | (0) | 950 | 10 | 650 | 10 | — | 50 |
| Indianapolis Star Magazine | 52 | ABC | — | 356 | — | — | 0 | 3,485 | nc | 2,785 | nc | — | 50 |
| Jackson | 12 | S | 15 | 15 | — | — | — | 900 | nc | 720 | nc | — | — |

| | | Circulation | | | Audience | | | Page rates (1x) | | | | | |
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| **City/State/Regional** CONTINUED | Freq. | Audit source | Rate base (000) | Paid (000) | Total aud. (000) | Readers /copy | Aud. data | 4/C Rate ($) | 4/C Bleed (%) | B/W Rate ($) | B/W Bleed (%) | Split-run editions | % edit pgs |
| Jacksonville Magazine | 6 | S | 8 | 6 | 30 | 4.0 | — | 750 | 15 | 500 | 15 | — | 50 |
| Kansas City | 12 | S | 18 | 5 | 72 | 4.0 | — | 850 | 10 | 650 | 10 | — | 55 |
| Kentucky Business Ledger | 12 | S | 10 | 1 | 30 | 3 | 0 | 928 | nb | 658 | nb | — | 45 |
| LA Show Guide | 12 | PE | 15 | 13 | 45 | 3.0 | 0 | 583 | 15 | 370 | 15 | — | 28 |
| Lansing | 12 | S | 10 | — | — | — | — | 725 | nc | 580 | nc | — | — |
| Las Vegan | 6 | S | 10 | 6 | 45 | 4.5 | 0 | 900 | nc | 550 | nc | — | 50 |
| Long Island Magazine (8/78) | 12 | S | 42 | 37 | 147 | 3.5 | — | 1,850 | nc | 1,330 | nc | — | 50 |
| Long Island-Business | 52 | S | 8 | 8 | 52 | 6.5 | 0 | — | — | 882 | nb | — | 40 |
| Los Angeles Magazine | 12 | ABC | 155 | 155 | 1,054 | 6.8 | 0 | 3,770 | 15 | 2,525 | 15 | — | 42 |
| Louisville Magazine | 12 | S | 11 | 10 | 55 | 5.2 | 0 | 865 | nc | 620 | nc | — | 50 |
| Louisville Today | 12 | S | 15 | 12 | 48 | 3.2 | 0 | 950 | nc | 700 | nc | — | 60 |
| Madison | 12 | S | 15 | — | — | — | 0 | 900 | nc | 720 | nc | — | — |
| Memphis | 12 | S | 20 | 20 | — | — | — | 1,075 | nc | 860 | nc | — | — |
| Mesa | 12 | S | 15 | 7 | — | — | — | 900 | nb | 720 | nb | — | — |
| Metro Magazines (11 titles) | 12 | ABC | 673 | 673 | 2,692 | 4.0 | 0 | * | * | * | * | — | — |
| Metro, The Magazine of Southeastern Virginia | 12 | S | 20 | 20 | 100 | 5.0 | 0 | 990 | nc | 690 | nc | — | 50 |
| Metro-Newark | 8 | S | 16 | 3 | 54 | 3.5 | — | 1,105 | 10 | 730 | nc | — | 45 |
| Metronet (52 titles) | — | ABC | 1,218 | 730 | 4,872 | 4.0 | 0 | 50,058 | nc | 40.111 | nc | — | — |
| Miami Herald's Tropic Magazine | 52 | ABC | 525 | 525 | 1,207 | 2.3 | 0 | 6,419 | nc | 5,248 | nc | — | 44 |
| Miami Magazine | 12 | S | 23 | 16 | 115 | 5.0 | 0 | 1,414 | nc | 1,004 | nc | — | 53 |
| Milwaukee Impressions | 6 | PE | 30 | — | 120 | 4.0 | 0 | 1,640 | nc | 1,190 | nc | D | 50 |
| Milwaukee Journal's Insight Magazine | 52 | ABC | 533 | 533 | — | — | 0 | 5,795 | nb | 4,595 | nb | — | 50 |
| Minnesota AAA Motorist | 6 | S | 273 | 273 | 433 | 1.6 | 0 | 2,610 | nc | 2,160 | nc | — | 60 |
| Missouri Life Magazine | 6 | S | 26 | 26 | 100 | 4.0 | 0 | 1,000 | nc | 800 | nc | — | 65 |
| Montana Magazine | 6 | S | 86 | 85 | — | — | — | 1,350 | nc | 785 | nc | — | 65 |
| Monthly Detroit | 12 | S(A) | 40 | 38 | 144 | 3.6 | 0 | 1,475 | nc | 1,050 | nc | — | 64 |
| Mpls.-St. Paul | 12 | S(A) | 30 | 31 | 120 | 3.0 | 0 | 1,450 | 10 | 1,030 | 10 | — | 60 |
| Naples Now | 8 | S | 8 | — | — | — | — | 640 | nc | 510 | nc | — | — |
| Nashville! | 12 | S(A) | 23 | 23 | 120 | 5.4 | — | 1,145 | 15 | 795 | nc | — | 54 |
| Nevada Magazine | 6 | S | 50 | 49 | 145 | 2.9 | 0 | 1,215 | nc | 880 | nc | — | 70 |
| New Hampshire Profiles | 11 | S | 21 | 13 | — | — | — | 1,110 | nc | 890 | nc | — | 48 |
| New Jersey Monthly | 12 | ABC | 105 | 107 | 203 | 1.8 | E | 2,530 | 10 | 1,845 | 10 | M | 48 |
| New Mexico Magazine | 12 | ABC | 70 | 74 | 296 | 4.0 | 0 | 1,890 | nc | 1,515 | nc | S | 62 |
| New Orleans Magazine | 12 | S | 50 | 17 | 299 | 6.0 | 0 | 2,495 | nc | 1,795 | nc | — | 50 |
| New West | 26 | ABC | 290 | 306 | 1,200 | 4.0 | T | 7,495 | 15 | 4,835 | 15 | R | — |
| New York Magazine | 52 | ABC | 375 | 391 | 1,528 | 4.0 | S,T | 10,150 | 15 | 6,500 | 15 | — | 55 |
| North Shore Magazine | 12 | S | 20 | 5 | 56 | 2.5 | 0 | 1,185 | 15 | 800 | 15 | — | 50 |
| Northern Ohio Business Journal | 26 | S | 22 | 1 | 90 | 4.0 | 0 | — | — | 950 | nb | — | 50 |
| Ohio Magazine | 12 | ABC | 100 | 98 | — | — | — | 2,305 | nc | 1,845 | nc | — | 58 |
| Oklahoma Monthly Magazine | 12 | PE(A) | — | 35 | 200 | 6.3 | — | 1,285 | 10 | 860 | 10 | — | 45 |
| Omaha | 12 | S | 12 | 4 | 48 | 4.0 | — | 702 | 10 | 540 | 10 | — | 60 |
| Oregon Magazine | 12 | S(A) | 30 | 32 | 120 | 4.0 | 0 | 1,310 | nc | 890 | nc | — | 66 |
| Orlando-Land Magazine | 12 | S | 26 | 3 | 91 | 3.5 | — | 1,045 | 2 | 860 | 3 | D | 52 |
| Pacific Search | 10 | S | — | 41 | 150 | 3.7 | — | 900 | nc | 600 | nc | — | 80 |
| Palm Beach Life Magazine | 12 | S | 13 | 11 | — | — | — | 1,206 | 10 | 898 | 10 | — | 56 |
| Palm Springs Life Magazine | 12 | S | 66 | 31 | 263 | 4.0 | 0 | 2,000 | nc | 1,600 | nc | — | 50 |
| Pennsylvania Illustrated | 6 | S(A) | 105 | 105 | 350 | 2.2 | 0 | 2.740 | 15 | 1,890 | 15 | R | 80 |
| Pennsylvania's Outdoor People | 12 | S | 70 | 70 | 175 | 2.5 | — | 2,100 | nc | 1,200 | nc | R,S | 50 |
| Performing Arts Network (4 titles) | 12 | S | 385 | — | 575 | 1.5 | 0 | 8,946 | nc | 5,964 | nc | M | 50 |
| Philadelphia Bulletin's Discover | 26 | ABC | — | 649 | — | — | 0 | 6,410 | nc | 5,220 | nc | — | 50 |
| Philadelphia Magazine | 12 | ABC | 135 | 137 | 860 | 6.4 | 0 | 3,025 | 10 | 1,995 | 10 | — | 44 |
| Phoenix Living | 6 | S(B) | 80 | 10 | — | — | — | 2,600 | 6 | 1,925 | 8 | — | 57 |
| Phoenix Magazine | 12 | S(A) | 45 | 40 | 200 | 4.5 | 0 | 1,562 | nc | 1,129 | nc | — | 49 |
| Pittsburgh Magazine | 12 | ABC | 50 | 57 | 250 | 4.5 | 0 | 1,330 | nc | 950 | nc | — | 47 |
| The Pittsburgher Magazine | 12 | S | 23 | 20 | 68 | 3.0 | 0 | 1,040 | nc | 690 | nc | — | 60 |
| Playbill—Boston | 12 | S | 182 | — | 400 | 2.2 | 0 | — | — | 2,797 | 15 | — | 39 |
| Playbill—Florida | 9 | S | 240 | — | 528 | 2.2 | 0 | 5,481 | 15 | 4.110 | 15 | * | 50 |
| Playbill—New York | 12 | S | 1,070 | — | 2,354 | 2.2 | 0 | 15,914 | 15 | 10.609 | 15 | — | 39 |

| City/State/Regional CONTINUED | Freq. | Circulation | | | Audience | | | Page rates (1x) | | | | | |
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| | | Audit source | Rate base (000) | Paid (000) | Total aud. (000) | Readers /copy | Aud. data | 4/C Rate ($) | 4/C Bleed (%) | B/W Rate ($) | B/W Bleed (%) | Split-run editions | % edit pgs |
| Playbill—Philadelphia/Baltimore | 12 | S | 205 | — | 451 | 2.2 | 0 | — | — | 3,732 | 15 | — | 39 |
| Playsure Magazine | 12 | S(B) | 25 | — | 88 | 3.5 | — | 1,010 | 15 | 620 | 15 | — | 40 |
| The Portland Magazine | 12 | S | 8 | 1 | 75 | 9.5 | — | 1,695 | 15 | 995 | 15 | — | 66 |
| Ranch & Coast | 12 | VAC | 18 | — | — | — | — | 990 | nc | 795 | nc | — | — |
| Richmond Magazine | 12 | S | 15 | 15 | 78 | 4.5 | 0 | 820 | nc | 610 | nc | — | 45 |
| The Roanoker | 6 | S | 10 | 9 | 49 | 4.9 | 0 | 725 | nc | 580 | nc | — | 58 |
| SA Magazine (San Antonio) | 12 | S(A) | 18 | 16 | 84 | 4.7 | 0 | 1,385 | 10 | 780 | 10 | — | 60 |
| Saint Louis Home/Garden (5/79) | 12 | PE | 20 | 8 | — | — | — | 875 | nc | 625 | nc | — | — |
| San Antonio Living | 3 | S(B) | 90 | — | — | — | — | 2,400 | 7 | 1,725 | 9 | — | 44 |
| San Diego Magazine | 12 | ABC | 39 | 39 | — | — | 0 | 1,950 | 15 | 1,300 | 15 | — | 46 |
| San Francisco | 12 | ABC | 45 | 38 | 153 | 3.4 | — | 1,840 | 15 | 1,225 | 15 | — | 45 |
| San Jose Magazine | 6 | S | 100 | 92 | 400 | 4.0 | 0 | 2,500 | 15 | 1,950 | 15 | — | 60 |
| Sandlapper | 12 | S | — | 16 | 106 | 6.6 | 0 | 1,315 | 10 | 650 | 10 | M | 66 |
| Santa Barbara | 4 | S | 8 | 8 | 30 | 4.1 | 0 | 700 | nc | 580 | nc | — | 60 |
| Sarasota Herald Tribune's Florida West | 52 | ABC | 81 | 81 | 196 | 2.3 | 0 | 970 | nb | 720 | nb | — | 60 |
| Sarasota Town & County | 6 | S | 10 | 2 | — | — | — | 725 | nc | 580 | nc | — | — |
| South Bay Magazine | 9 | PE | 30 | 3 | 90 | 3.0 | — | 1,200 | 5 | 990 | 5 | — | 50 |
| Southern Living | 12 | ABC | 1,600 | 1,633 | 5,445 | 3.3 | — | 19,965 | 10 | 14,115 | 10 | R,S,M | 47 |
| Southern World (3/79) | 6 | S | 100 | — | — | — | — | 2,305 | nc | 1,845 | nc | — | — |
| The South | 12 | BPA | 46 | 10 | 167 | 3.6 | 0 | 2,695 | 13 | 2,295 | 15 | — | 55 |
| Spokane Magazine | 12 | PE | 10 | 8 | 35 | 3.5 | — | 675 | nc | 475 | nc | — | 50 |
| Springfield/Hartford Magazine | 12 | S | 30 | 18 | — | — | — | 960 | nc | 685 | nc | — | 60 |
| St. Louis Globe Democrat's Sunday Magazine | 52 | ABC | — | 272 | 598 | 2.2 | 0 | 2,976 | nb | 2,424 | nb | A | 45 |
| St. Louis Magazine | 12 | ABC | 29 | 35 | 140 | 4.0 | 0 | 1,345 | 10 | 955 | 10 | — | 51 |
| St. Louis Post Dispatch Sunday Pictures | 52 | ABC | — | 449 | — | — | 0 | 4,773 | nc | 3,988 | nc | A | 50 |
| Stagebill Group | 12 | S | 1,005 | — | 2,200 | 2.2 | 0 | * | nc | * | nc | M | 50 |
| Stagebill—Carnegie Hall | 9 | S | 75 | — | 165 | — | — | 1,495 | nc | 1,030 | nc | — | 50 |
| Stagebill—Chicago | 12 | S | 370 | — | 810 | 2.2 | 0 | 5,390 | nc | 3,665 | nc | — | 50 |
| Stagebill—Kennedy Center | 12 | S | 250 | — | 550 | 2.2 | 0 | 4,315 | nc | 2,780 | nc | — | 50 |
| Stagebill—Lincoln Center | 12 | S | 310 | — | 682 | 2.2 | 0 | 6,495 | nc | 4,445 | nc | — | 50 |
| The State Magazine | 12 | S | 22 | 22 | 100 | 4.5 | — | 1,140 | nc | 915 | nc | — | 70 |
| Texas Business | 12 | ABC | 35 | 33 | 90 | 2.6 | 0 | 1,960 | 10 | 1,395 | 10 | M | 60 |
| The Texas Fisherman | 12 | ABC | 80 | 82 | 319 | 3.9 | 0 | 1,083 | nb | 783 | nb | — | 63 |
| Texas Homes | 6 | ABC | 70 | 70 | 252 | 3.6 | 0 | 2,535 | 10 | 1,690 | 10 | — | 50 |
| Texas Monthly | 12 | ABC | 240 | 240 | 1,080 | 4.5 | 0(E) | 5,430 | 15 | 3,620 | 15 | — | 45 |
| Texas Woman | 12 | S(A) | 38 | 38 | — | — | 0 | 2,025 | nc | 1,450 | nc | — | 60 |
| Tidewater Life | 6 | S | 10 | 2 | — | — | — | 725 | nc | 580 | nc | — | — |
| Topeka | 12 | PE | — | 18 | 90 | 5.0 | — | 795 | nc | 350 | nc | — | 50 |
| Travelhost | 52 | PE | 200 | — | 1,000 | 5.5 | — | 4,500 | nc | 3,000 | nc | R | 40 |
| Triad | 6 | S | 14 | — | 63 | 4.5 | 0 | 865 | nc | 695 | nc | — | 61 |
| Tucson | 12 | S | 15 | — | 51 | 3.5 | 0 | 900 | nc | 720 | nc | — | — |
| Tulsa Home/Garden | 12 | S | 7 | 7 | 28 | 4.0 | 0 | 875 | nc | 625 | nc | — | 50 |
| Utah Holiday Magazine | 12 | S | 14 | 12 | 48 | 3.7 | 0 | 735 | 10 | 545 | nc | — | 46 |
| Valley Monthly | 12 | S | 15 | 15 | 63 | 4.2 | 0 | 915 | 15 | 660 | 15 | — | 50 |
| View of Puget Sound[1] | 12 | S | 10 | 10 | 25 | 2.5 | — | 975 | nc | 750 | nc | — | 67 |
| Virginia Lifestyle | 12 | S | 16 | 9 | — | — | 0 | 749 | 10 | 524 | 10 | — | 50 |
| Washington Calendar Magazine | 12 | S | 150 | 3 | 600 | — | 0 | 4,450 | 15 | 2,970 | 15 | A | 55 |
| Washington Dossier | 12 | VAC | 42 | — | 150 | 2.8 | 0 | 1,695 | nc | 1,180 | nc | — | 50 |
| Washington Star's Home/Life | 52 | ABC | — | 317 | — | — | 0 | 3,300 | nc | 2,688 | nc | — | 50 |
| Washingtonian Magazine | 12 | ABC | 95 | 95 | 325 | 3.4 | 0 | 2,675 | 10 | 1,860 | 10 | — | 44 |
| Westchester Illustrated | 12 | S | 37 | 24 | 88 | 2.4 | 0 | 1,430 | nc | 1,145 | nc | — | 60 |
| Westchester Magazine | 12 | ABC | — | 30 | 120 | 4.0 | 0 | 1,510 | 5 | 990 | 5 | — | 50 |
| Western Outdoor News | 50 | S | — | 76 | 334 | 4.4 | 0 | 1,450 | nc | 1,000 | nc | R,S | — |
| Westways | 12 | ABC | 466 | 466 | 1,013 | 2.2 | E | 3,735 | 10 | 3,135 | 10 | — | 70 |
| The Wichitan | — | S(A) | 10 | 10 | — | — | — | 725 | nc | 580 | nc | — | 42 |
| Wisconsin Sportsman | 6 | S | 49 | 49 | 150 | 3.1 | 0 | 848 | nc | 632 | nc | — | 70 |
| Yankee Magazine | 12 | ABC | 750 | 803 | 2,850 | 3.5 | 0 | 7,400 | 5 | 5,550 | 5 | A | 50 |

[1] Formerly View Northwest

| | | Circulation | | | Audience | | | Page rates (1x) | | | | | |
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| | | | | | | | | 4/C | | B/W | | | |
| **Crafts/Hobbies** | Freq. | Audit source | Rate base (000) | Paid (000) | Total aud. (000) | Readers /copy | Aud. data | Rate ($) | Bleed (%) | Rate ($) | Bleed (%) | Split-run editions | % edit pgs |
| American Art & Antiques | 6 | S(A) | 40 | 38 | — | — | 0 | 1,233 | nc | 933 | nc | — | 70 |
| American Artist | 12 | ABC | 143 | 143 | 500 | 3.5 | 0 | 3,693 | nc | 2,923 | nc | — | 55 |
| American Squaredance | 12 | S | 15 | 15 | 45 | 3.0 | — | 600 | nc | 150 | nc | — | 60 |
| Antique Monthly | 12 | S | — | 86 | — | — | — | 1,258 | nb | 1,008 | nb | — | 35 |
| The Antique Trader Weekly | 52 | S | 90 | 90 | 225 | 2.5 | — | 655 | nb | 430 | nb | — | 18 |
| Antiques Journal | 12 | S | 35 | 35 | — | — | — | — | — | 198 | nb | — | 59 |
| Antiques World | 10 | S(A) | 36 | 40 | 108 | 2.7 | — | 2,060 | 15 | 1,210 | 15 | — | 62 |
| Art Happenings of Houston | 4 | S | 15 | — | 45 | 3.0 | — | — | — | 310 | — | — | — |
| Art/World | 10 | S | 26 | 3 | 52 | 2.0 | — | — | — | 1,500 | nb | — | 80 |
| Artnews | 10 | ABC | — | 68 | 200 | 3.0 | 0 | 2,360 | 15 | 1,795 | 15 | — | 42 |
| Arts & Activities | 10 | ABC | 29 | 25 | 150 | 5.0 | — | 1,235 | 10 | 785 | 10 | — | 65 |
| B H & G 100's of Needlework and Craft Ideas | 2 | PE | — | — | — | — | — | 5,600 | 15 | 4,200 | 15 | — | — |
| B H & G Christmas Ideas | 1 | PE | — | — | — | — | — | 8,000 | 15 | 6,000 | 15 | — | — |
| B H & G Holiday Crafts | 1 | — | — | — | — | — | — | 5,600 | 15 | 4,200 | 15 | — | — |
| Budget Electronics | 1 | S | — | 41 | — | — | — | 1,905 | — | 1,050 | — | — | — |
| Capper's Weekly | 26 | ABC | — | 425 | 1,500 | 3.5 | — | 3,100 | — | 2,800 | — | A | 55 |
| CB Magazine | 12 | ABC | 140 | 140 | 280 | 2.0 | — | 4,420 | 10 | 3,400 | 10 | — | 51 |
| CB Yearbook | 1 | S | — | 77 | — | — | — | 2,245 | 7 | 1,495 | 10 | — | — |
| Ceramics Monthly | 10 | S | 43 | 43 | — | — | — | 1,085 | 10 | 585 | 10 | — | 54 |
| Coin Prices | 6 | PE | 110 | 14 | — | — | — | — | — | 375 | nc | — | 70 |
| Coin World | 52 | S | 90 | 90 | 180 | 2.0 | 0 | — | — | 972 | nb | — | 25 |
| Coins Magazine | 12 | PE | 95 | 25 | — | — | — | — | — | 430 | nc | — | 60 |
| Crafts 'n Things | 10 | S | 350 | 400 | 2,000 | 5.0 | — | 1,760 | nc | 1,365 | nc | — | 64 |
| Crafts Magazine | 12 | ABC | 110 | 110 | — | — | — | 1,840 | nc | 950 | nc | — | 68 |
| Decorating & Craft Ideas | 10 | ABC | 800 | 798 | 4,591 | 5.6 | T | 7,730 | nc | 5,985 | nc | — | 65 |
| Dog World | 12 | ABC | 58 | — | — | — | — | 1,630 | nc | 1,230 | nc | — | — |
| Early American Life | — | ABC | 300 | 302 | 927 | 2.8 | 0 | 4,125 | — | 3,300 | — | — | 58 |
| Electronics Hobbyist | 2 | S | — | 38 | — | — | — | 1,905 | 8 | 1,050 | 14 | — | — |
| Electronics Theory Handbook | 1 | S | — | 51 | — | — | — | 1,905 | 8 | 1,050 | 14 | — | — |
| Family Circle Great Ideas—Christmas Helps | 1 | S | 750 | — | — | — | 0 | 8,650 | nc | 6,920 | nc | — | 86 |
| Family Circle Great Ideas—Decorating Made Easy | 1 | S | 400 | — | — | — | 0 | 4,830 | nc | 3,865 | nc | — | 86 |
| Family Circle Great Ideas—Fashions & Crafts | 1 | S | 400 | — | — | — | — | 4,830 | nc | 3,865 | nc | — | 80 |
| The Family Food Garden | 10 | S(A) | 230 | 230 | 375 | 1.6 | 0 | 1,775 | nc | 1,365 | nc | — | 60 |
| Fine Woodworking | 6 | PE | 103 | 103 | — | — | — | — | — | 2,200 | 3 | — | 70 |
| Good Housekeeping Needlecraft | 2 | PE | — | — | — | 3.0 | — | 4,920 | nc | 4,360 | nc | — | 66 |
| Good Housekeeping's Country Living (9/78) | 4 | PE | — | — | — | — | — | 5,950 | nc | 4,110 | nc | — | 88 |
| Ham Radio Horizons | 12 | S | 54 | 55 | 77 | 1.5 | — | 1,235 | nc | 820 | 4 | — | 60 |
| Ham Radio Magazine | 12 | S | 55 | 57 | 85 | 1.5 | — | 1,200 | nc | 950 | 4 | — | 55 |
| High Fidelity | 12 | ABC | 360 | 360 | — | — | 0 | 10,800 | 4 | 8,530 | 5 | R | 54 |
| Horticulture Magazine | 12 | ABC | 159 | 159 | 646 | 4.0 | 0 | 3,070 | f | 2,050 | 10 | — | 50 |
| House & Garden | 12 | ABC | 1,000 | 1,073 | 9,215 | 9.2 | S,T | 17,500 | 15 | 11,900 | 15 | R | 49 |
| Keyboard World | 12 | S | 18 | 15 | 39 | 2.2 | — | 1,010 | 10 | 760 | 10 | S | 80 |
| Ladies Home Journal Needle & Craft | 2 | S | 650 | — | 1,500 | 4.0 | 0 | 3,210 | nc | 2,720 | nc | — | 70 |
| Lady's Circle Needlework | 4 | PE | 134 | — | — | — | — | 550 | nc | 330 | nc | — | 94 |
| Linn's Stamp News | 52 | S | 89 | 89 | — | — | — | 1,508 | nb | 1,008 | nb | — | 25 |
| The Magazine Antiques | 12 | ABC | 81 | 75 | — | — | — | 2,300 | nc | 1,610 | nc | — | 40 |
| McCall's Needlework & Crafts | 4 | PE | — | — | 2,700 | 1.8 | 0 | 7,565 | 15 | 6,250 | 15 | — | 55 |
| Model Railroader | 12 | ABC | 173 | 173 | 256 | 1.5 | 0 | 1,619 | nc | 1,166 | nc | — | 44 |
| Numismatic News | 52 | PE | 45 | 42 | — | — | — | — | — | 430 | nb | — | 25 |
| Old Cars | 52 | PE | — | 93 | 280 | 3.0 | — | — | — | 507 | nb | — | 25 |
| Old Cars Price Guide | 4 | PE | — | 18 | — | — | — | — | — | 215 | nc | — | 93 |
| 101 Electronic Projects | 1 | S | — | 61 | — | — | — | 1,905 | 8 | 1,050 | 14 | — | — |
| Personal Computing | 12 | PE | 30 | 27 | — | — | — | 1,850 | nc | 1,350 | nc | — | 65 |
| Popular Ceramics | 12 | — | — | — | — | — | — | 900 | 20 | 450 | 20 | — | — |
| Popular Electronics Communications Handbook | 1 | — | — | — | — | — | — | 3,805 | 5 | 2,415 | 5 | — | — |
| Popular Electronics Electric Experimenters' Handbook | 1 | — | — | — | — | — | — | 3,995 | 5 | 2,480 | 5 | — | — |
| Popular Mechanics | 12 | ABC | 1,600 | 1,625 | 6,091 | 3.8 | S,T | 17,990 | 10 | 12,690 | 10 | R,S | 47 |

| | | Circulation | | | Audience | | | Page rates (1x) | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Crafts/Hobbies** CONTINUED | Freq. | Audit source | Rate base (000) | Paid (000) | Total aud. (000) | Readers /copy | Aud. data | 4/C Rate ($) | 4/C Bleed (%) | B/W Rate ($) | B/W Bleed (%) | Split-run editions | % edit pgs |
| Portfolio (4/79) | 6 | S(A) | — | — | — | — | — | 2,800 | 10 | 1,900 | 10 | — | — |
| Realites | 12 | S(A) | 40 | 42 | 328 | 8.2 | 0 | 2,700 | 10 | 1,800 | 10 | — | — |
| Simplicity Home Catalog | 3 | ABC | 520 | 520 | 1,000 | 1.9 | 0 | 5,324 | nc | 4,400 | nc | - | 21 |
| Simplicity School Catalog | 2 | PE | 56 | — | 7,500 | — | 0 | 6,735 | nc | 5,566 | nc | — | 99 |
| Sky and Telescope | 12 | S | 75 | 74 | — | — | — | 1,370 | 10 | 920 | 15 | — | 56 |
| Spinning Wheel | 10 | PE | 60 | 58 | 174 | 3.0 | — | 495 | 10 | 245 | 10 | — | 55 |
| Stereo Review | 12 | ABC | 525 | 505 | 1,700 | 3.3 | 0 | 15,585 | 5 | 11,990 | 5 | — | — |
| Stereo Review's Stereo Directory & Buying Guide | 1 | — | — | — | — | — | — | 6,810 | 5 | 4,685 | 5 | — | — |
| Today's Art | 12 | S | 86 | — | — | — | — | 3,145 | 3 | 2,295 | 4 | — | 40 |
| Tropical Fish Hobbyist | 12 | PE | 40 | 40 | — | — | — | 650 | nc | 385 | nc | — | 67 |
| Vogue Patterns | 6 | ABC | 375 | 446 | 1,338 | 3.0 | 0 | 4,725 | 15 | 3,375 | 15 | — | 72 |
| Woman's Day 101 Sweaters You Can Knit & Crochet | 1 | PE | 1,000 | — | — | — | — | 4,050 | 10 | 3,585 | 10 | — | 91 |
| Woman's Day Best Ideas for Christmas | 1 | PE | 775 | — | — | — | — | 6,000 | 10 | 4,350 | 10 | — | 86 |
| Woman's Day Granny Squares | 1 | PE | 1,000 | — | — | — | — | 4,325 | 10 | 3,830 | 10 | — | 88 |
| Woman's Day Needlework | 1 | PE | — | — | — | — | — | 1,635 | 10 | 1,450 | 10 | — | 80 |
| The Work Basket | 12 | ABC | 1,700 | 1,845 | 2,499 | 1.4 | T | 5,000 | nc | 4,250 | nc | — | 58 |
| Workbench | 6 | ABC | 600 | 596 | 1,600 | 2.7 | T | 5,380 | nc | 3,835 | nc | — | 44 |
| World Coin News | 52 | PE | — | 11 | — | — | — | — | — | 316 | nc | — | 25 |
| Writer's Digest | 12 | ABC | 150 | 144 | — | — | E | 2,910 | 10 | 2,160 | 10 | — | 69 |
| **Entertainment** | | | | | | | | | | | | | |
| The Advocate | 24 | ABC | 68 | 68 | 434 | 4.0 | 0 | 1,793 | nb | 893 | nb | — | 47 |
| American Film | 10 | PE(A) | 100 | 100 | 244 | 2.4 | E | 2,100 | nc | 1,400 | nc | — | 87 |
| American MAP/International | 6 | S | 50 | 50 | — | — | — | 1,750 | 5 | 1,250 | 5 | — | 66 |
| American MAP/Los Angeles (5/79) | 4 | PE | 25 | — | — | — | — | 800 | 5 | 700 | 5 | — | — |
| American MAP/San Francisco (4/79) | 4 | PE | 25 | — | — | — | — | 800 | 5 | 700 | 5 | — | — |
| American Squaredance | 12 | S | 15 | 15 | 45 | 3.0 | — | 600 | nc | 150 | nc | — | 60 |
| American Stage (9/79) | 10 | S(A) | 125 | 125 | — | — | — | 2,375 | nc | 1,800 | nc | — | 70 |
| Ampersand | 9 | S | 700 | — | 1,600 | 2.3 | — | 11,550 | nb | 7,980 | nb | — | 70 |
| Archie Comics Group | 18 | ABC | 4,000 | 3,668 | 12,300 | 3.0 | — | 8,400 | nb | 8,400 | nb | — | 71 |
| Art in America | 10 | ABC | 46 | 46 | 250 | 5.0 | 0 | 2,150 | 10 | 1,600 | 10 | — | 50 |
| Arts & Leisure Los Angeles Network (3 titles) | 12 | S | 100 | 25 | 100 | 1.0 | 0 | 2,250 | nc | 1,620 | nc | — | 50 |
| Arts & Leisure San Francisco Network (4 titles) | 12 | S | 175 | — | 175 | 1.0 | 0 | 3,200 | nc | 2,400 | nc | R | 50 |
| Atlantic City Magazine | 4 | S | 60 | 30 | 480 | 8.0 | — | 2,250 | 15 | 1,500 | 15 | — | 41 |
| Austin Living | 3 | S(B) | 90 | — | — | — | — | 2,400 | 7 | 1,725 | 9 | — | 33 |
| Ballet News (5/79) | 12 | PE | 40 | 31 | — | — | — | 750 | nc | 600 | nc | — | 80 |
| Book Digest | 12 | ABC | 1,000 | 1,003 | 4,212 | 4.2 | 0 | 12,500 | nc | 9,000 | nc | R | 82 |
| Boston Symphony Orchestra Program | 12 | S | 261 | — | — | — | — | 4,675 | nc | 3,925 | nc | — | 50 |
| Carte Blanche Magazine | 6 | ABC | 711 | 606 | — | — | 0 | 5,400 | nc | 4,050 | nc | A | 41 |
| Chicago Elegance (12/79) | 1 | PE | 30 | — | 5,000 | — | 0 | 3,100 | 10 | 2,500 | 10 | — | — |
| Chicago's Elite | 6 | S | 30 | 15 | 100 | 3.3 | 0 | 1,325 | nc | 1,060 | nc | — | 50 |
| Circus Weekly | 24 | ABC | 150 | 134 | 840 | 5.6 | 0 | 3,300 | 10 | 2,475 | 10 | — | 80 |
| Contemporary Keyboard | 12 | S | 63 | 62 | 107 | 1.3 | 0 | 1,191 | 10 | 920 | 10 | — | 60 |
| Country Music | 10 | ABC | 300 | 335 | 1,506 | 4.5 | 0 | 3,900 | nc | 3,000 | nc | — | 54 |
| Country Song Roundup | 12 | S | 125 | 108 | — | — | — | — | — | 750 | * | — | — |
| CountryStyle | 12 | ABC | 80 | 80 | 320 | 4.0 | — | 1,195 | nb | 795 | nb | — | 77 |
| Cue New York | 26 | ABC | 275 | 275 | 850 | 3.1 | S,E | 6,900 | 15 | 4,900 | 15 | — | 70 |
| Dallas Times Herald's Sunday Magazine | 52 | ABC | — | 338 | 1,148 | 3.4 | T,O | 3,120 | nb | 2,560 | nb | M | 28 |
| Dallas/Fort Worth Living | 5 | S(B) | 90 | — | — | — | — | 2,600 | 6 | 1,925 | 8 | — | 31 |
| Denver Living | 6 | S(B) | 90 | — | — | — | — | 2,600 | 6 | 1,925 | 8 | — | 32 |
| Denver Monthly | 12 | ABC | 25 | 17 | 62 | 2.5 | — | 1,240 | nc | 930 | nc | — | 65 |
| Discoworld Magazine | 6 | PE | 100 | 97 | 500 | 5.0 | — | 1,215 | 10 | 935 | 10 | — | 69 |
| Down Beat | 21 | ABC | — | 94 | 406 | 4.3 | 0 | 2,728 | nc | 1,828 | nc | — | 55 |
| Down Beat/Music Handbook | 1 | PE | — | 44 | 189 | 4.3 | 0 | — | — | 1,828 | nc | — | 60 |

| **Entertainment** CONTINUED | | Circulation | | | Audience | | | Page rates (1x) | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | | | | 4/C | | B/W | | | |
| | Freq. | Audit source | Rate base (000) | Paid (000) | Total aud. (000) | Readers /copy | Aud. data | Rate ($) | Bleed (%) | Rate ($) | Bleed (%) | Split-run editions | % edit pgs |
| The Drama Review | 4 | S | 7 | 7 | 14 | 2.0 | — | * | * | 287 | 12 | — | 88 |
| Ellery Queen's Anthology | 2 | S | — | 48 | — | — | — | — | — | 680 | nb | — | — |
| Ellery Queen's Mystery Magazine | 12 | S | — | 293 | — | — | — | — | — | 3,110 | nb | — | — |
| FATE Magazine | 12 | PE | 120 | 120 | 400 | 3.3 | — | * | — | 560 | nc | — | 65 |
| Film Comment | 6 | S | 19 | 18 | 88 | 4.7 | — | 650 | nc | 300 | nc | — | 85 |
| Florida Gulf Coast Living | 6 | S(B) | 80 | 5 | — | — | — | 2,600 | 6 | 1,925 | 8 | — | — |
| Frets (3/79) | 12 | PE | — | 30 | — | — | (0) | 1,080 | 10 | 700 | 10 | — | 60 |
| Gambling Times | 12 | PE | 35 | 32 | 97 | 3.0 | 0 | 2,000 | nc | 1,500 | nc | — | 64 |
| Games | 6 | ABC | 500 | 550 | — | 3.2 | E,0 | 4,550 | nb | 3,500 | nb | R,S,Z,T | 67 |
| GEO (5/79) | 12 | S(A) | 100 | 100 | 200 | 2.0 | — | 4,000 | nc | 4,000 | nc | — | 87 |
| GO, The Authentic Guide to New Orleans | 12 | PE | 30 | — | 90 | 3.0 | — | 800 | nc | 625 | nc | — | 33 |
| Good Housekeeping's Country Living (9/78) | 4 | PE | — | — | — | — | — | 5,950 | nc | 4,110 | nc | — | 88 |
| Gourmet | 12 | ABC | 650 | 656 | 2,030 | 3.1 | T,M | 11,500 | 15 | 6,500 | 15 | — | 60 |
| Guitar Player | 12 | S | 141 | 140 | 412 | 2.3 | 0 | 2,370 | 10 | 1,699 | 10 | — | 40 |
| Gulfshore Life Magazine | 7 | PE | 16 | — | — | — | — | 900 | 10 | 700 | 10 | — | 45 |
| High Fidelity | 12 | ABC | 360 | 360 | — | — | 0 | 10,800 | 4 | 8,530 | 5 | R | 54 |
| High Fidelity's Buying Guide to Tape Systems | 1 | PE | — | — | — | — | — | 2,330 | 8 | 1,840 | 10 | | |
| Horizon | 12 | PE | 100 | 103 | 435 | 4.0 | E | 2,760 | 15 | 1,840 | 15 | — | 88 |
| Houston Living | 6 | S(B) | 90 | — | — | — | — | 2,600 | 6 | 1,925 | 8 | — | 29 |
| Hudson Valley Magazine | 12 | S | 26 | 13 | 80 | 3.0 | 0 | 1,215 | nc | 975 | nc | — | 63 |
| In Touch For Men | 6 | S | 65 | 57 | 260 | 4.0 | 0 | 950 | nc | 800 | nc | — | 65 |
| Isaac Asimov's Science Fiction | 12 | S | 110 | 103 | — | — | — | — | — | 1,205 | nb | — | — |
| Keyboard World | 12 | S | 18 | 15 | 39 | 2.2 | — | 1,010 | 10 | 760 | 10 | S | 80 |
| LA Show Guide | 12 | PE | 15 | 13 | 45 | 3.0 | 0 | 583 | 15 | 370 | 15 | — | 28 |
| Los Angeles Greek Theatre Magazine | 4 | S | 75 | 75 | 75 | 1.0 | 0 | 1,875 | nc | 1,350 | nc | — | 50 |
| The Magazine of Fantasy & Science Fiction | 12 | PE | 64 | 64 | 190 | 3.0 | — | — | — | 575 | nb | — | — |
| Music City News | 12 | S | — | 170 | 800 | 4.6 | 0 | — | — | 1,500 | nb | — | 40 |
| Musician, Player & Listener | 8 | S | 55 | — | 182 | 3.3 | — | 1,029 | 10 | 720 | 10 | — | 63 |
| National Lampoon | 12 | ABC | 550 | 569 | 2,641 | 4.6 | T | 8,000 | 10 | 5,400 | 10 | R | 65 |
| Negro Traveler & Conventioneer | 6 | S | — | 68 | 360 | 5.0 | — | 1,265 | — | 995 | — | — | 65 |
| New York Review of Books | 22 | S | 94 | 92 | 300 | 3.0 | 0 | 2,000 | nb | 1,300 | nb | A | 60 |
| North Shore Magazine | 12 | S | 20 | 5 | 56 | 2.5 | 0 | 1,185 | 15 | 800 | 15 | — | 50 |
| Official Detective Group (5 titles) | 12 | PE | 900 | — | 2,520 | 2.8 | — | 2,725 | 15 | 1,200 | nb | R | 71 |
| Opera News | 22 | ABC | 98 | 105 | 161 | 1.6 | 0 | 1,580 | nc | 1,300 | nc | — | 73 |
| Performing Arts Network (4 titles) | 12 | S | 385 | — | 575 | 1.5 | 0 | 8,946 | nc | 5,964 | nc | M | 50 |
| Phoenix Living | 6 | S(B) | 80 | 10 | — | — | — | 2,600 | 6 | 1,925 | 8 | — | 57 |

*The only tri-weekly magazine...*

**Family Circle.**

**A new issue every three weeks.**

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| **Entertainment** CONTINUED | Freq. | Audit source | Rate base (000) | Paid (000) | Total aud. (000) | Readers /copy | Aud. data | Rate ($) | Bleed (%) | Rate ($) | Bleed (%) | Split-run editions | % edit pgs |
| Playbill—Boston | 12 | S | 182 | — | 400 | 2.2 | 0 | — | — | 2,797 | 15 | — | 39 |
| Playbill—Florida | 9 | S | 240 | — | 528 | 2.2 | 0 | 5,481 | 15 | 4,110 | 15 | * | 50 |
| Playbill—New York | 12 | S | 1,070 | — | 2,354 | 2.2 | 0 | 15,914 | 15 | 10,609 | 15 | — | 39 |
| Playbill—Philadelphia/Baltimore | 12 | S | 205 | — | 451 | 2.2 | 0 | — | — | 3,732 | 15 | — | 39 |
| Playsure Magazine | 12 | S(B) | 25 | — | 88 | 3.5 | — | 1,010 | 15 | 620 | 15 | — | 40 |
| Ravinia Festival Program | 9 | S | 125 | — | — | — | — | 2,530 | 15 | 1,920 | 15 | — | 42 |
| Rolling Stone | 26 | ABC | 600 | 621 | 3,000 | 5.0 | T | 11,420 | nb | 7,370 | nb | R | 50 |
| San Antonio Living | 3 | S(B) | 90 | — | — | — | — | 2,400 | 7 | 1,725 | 9 | — | 44 |
| The Saturday Evening Post | 9 | ABC | 600 | 535 | 3,672 | 6.1 | S,T | 7,787 | 10 | 5,370 | 10 | R | 67 |
| Schwann Catalog | 12 | S | 49 | 47 | — | — | — | 2,860 | 7 | 1,485 | 13 | — | — |
| SEE Magazines (15 titles) | 12 | — | 2,464 | — | 14,784 | 6.0 | 0 | * | 10 | * | 10 | R,M | 45 |
| Sheet Music | 9 | ABC | 130 | 130 | 351 | 2.7 | — | 1,480 | 10 | 1,080 | 10 | — | 92 |
| Signature | 12 | ABC | 600 | 619 | 1,650 | 2.8 | E | 6,160 | nc | 5,100 | nc | R,M | 60 |
| Soap Box | 12 | PE(A) | 250 | 200 | 950 | 3.8 | 0 | 3,400 | nb | 2,650 | nb | — | — |
| Soho Weekly News | 52 | PE | — | — | — | — | 0 | 1,345 | nb | 895 | nb | Z | — |
| South Bay Magazine | 9 | PE | 30 | 3 | 90 | 3.0 | — | 1,200 | 5 | 990 | 5 | — | 50 |
| Stagebill Group | 12 | S | 1,005 | — | 2,200 | 2.2 | 0 | * | nc | * | nc | M | 50 |
| Stagebill—Carnegie Hall | 9 | S | 75 | — | 165 | — | — | 1,495 | nc | 1,030 | nc | — | 50 |
| Stagebill—Chicago | 12 | S | 370 | — | 810 | 2.2 | 0 | 5,390 | nc | 3,665 | nc | — | 50 |
| Stagebill—Kennedy Center | 12 | S | 250 | — | 550 | 2.2 | 0 | 4,315 | nc | 2,780 | nc | — | 50 |
| Stagebill—Lincoln Center | 12 | S | 310 | — | 682 | 2.2 | 0 | 6,495 | nc | 4,445 | nc | — | 50 |
| Stereo Magazine | 4 | ABC | 38 | 35 | — | — | — | 2,130 | 8 | 1,675 | 11 | — | 50 |
| Stereo Review | 12 | ABC | 525 | 505 | 1,700 | 3.3 | 0 | 15,585 | 5 | 11,990 | 5 | — | — |
| Stereo Review's Stereo Directory & Buying Guide | 1 | — | — | — | — | — | — | 6,810 | 5 | 4,685 | 5 | — | — |
| Travel & Leisure | 12 | S(A) | 925 | 880 | 3,178 | 3.7 | T,M,E | 14,330 | nc | 10,680 | nc | R,M | 42 |
| Travelhost | 52 | PE | 200 | — | 1,000 | 5.5 | — | 4,500 | nc | 3,000 | nc | R | 40 |
| True West | 6 | S | — | 80 | 318 | 4.0 | — | 1,075 | 10 | 595 | 10 | — | 85 |
| TV Guide | 52 | ABC | 18,300 | 19,882 | 43,070 | 2.2 | S,O | 65,000 | nc | 55,000 | nc | R | 57 |
| The Village Voice | 52 | ABC | 152 | 152 | 358 | 2.4 | S | 4,204 | nc | 2,904 | nc | — | — |
| Washington Calendar Magazine | 12 | S | 150 | 3 | 600 | — | 0 | 4,450 | 15 | 2,970 | 15 | A | 55 |
| Westchester Magazine | 12 | ABC | — | 30 | 120 | 4.0 | 0 | 1,510 | 5 | 990 | 5 | — | 50 |
| Where Magazine | 52 | S | 237 | — | 474 | 2.0 | S,O | 3,430 | 10 | 2,860 | 10 | R,S,M,T | 50 |
| Writer's Digest | 12 | ABC | 150 | 144 | — | — | E | 2,910 | 10 | 2,160 | 10 | — | 69 |
| Yankee Magazine | 12 | ABC | 750 | 803 | 2,850 | 3.5 | 0 | 7,400 | 5 | 5,550 | 5 | A | 50 |

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| **Flying** | Freq. | Audit source | Rate base (000) | Paid (000) | Total aud. (000) | Readers /copy | Aud. data | Rate ($) | Bleed (%) | Rate ($) | Bleed (%) | Split-run editions | % edit pgs |
| Aero | 12 | S | 75 | — | 300 | 3.7 | — | 4,400 | 10 | 3,100 | 10 | — | 46 |
| Air Line Pilot | 12 | ABC | 42 | 32 | — | — | 0 | 1,970 | 10 | 1,320 | 10 | — | 66 |
| The Aopa Pilot | 12 | ABC | — | 216 | 496 | 2.3 | — | 5,685 | nc | 3,530 | 10 | — | 55 |
| Aviation Magazine | 12 | S | 51 | 1 | 168 | 3.1 | — | — | — | 1,343 | 15 | R | 45 |
| Aviation News | 12 | S | 55 | 11 | — | — | — | 1,300 | nc | 1,000 | nc | — | 74 |
| Flying | 12 | ABC | 415 | 399 | 1,245 | 3.0 | 0 | 12,345 | nc | 8,225 | 10 | — | 50 |
| Flying Annual & Buyers Guide | 1 | PE | 165 | — | — | — | — | 4,480 | 10 | 3,115 | 10 | — | 50 |
| Plane & Pilot | 12 | ABC | 92 | 92 | 183 | 3.0 | 0 | 2,494 | 10 | 1,685 | 10 | R,S,M,Z | 60 |
| Private Pilot | 12 | S | 85 | 85 | 340 | 3.0 | 0 | 2,700 | 10 | 1,995 | 10 | — | 60 |
| Yachtsmans Guide to the Bahamas | 1 | S | 18 | 17 | 17 | 1.0 | — | 975 | 20 | 800 | 20 | — | 75 |
| Yachtsmans Guide to the Greater Antilles | 1 | S | 15 | 15 | 15 | 1.0 | — | 975 | 20 | 800 | 20 | — | 78 |
| **Food/Home entertainment** | | | | | | | | | | | | | |
| Arts & Leisure Los Angeles Network (3 titles) | 12 | S | 100 | 25 | 100 | 1.0 | 0 | 2,250 | nc | 1,620 | nc | — | 50 |
| Arts & Leisure San Francisco Network (4 titles) | 12 | S | 175 | — | 175 | 1.0 | 0 | 3,200 | nc | 2,400 | nc | R | 50 |
| B H & G 100's of Baking and Dessert Ideas | 1 | PE | — | — | — | — | — | 6,950 | 15 | 4,850 | 15 | — | — |
| B H & G Christmas Ideas | 1 | PE | — | — | — | — | — | 8,000 | 15 | 6,000 | 15 | — | — |
| B H & G Holiday Cooking and Entertaining Ideas | 1 | PE | — | — | — | — | — | 6,950 | 15 | 4,850 | 15 | — | — |
| B H & G Outdoor Cooking and Entertaining Ideas | 1 | PE | — | — | — | — | — | 6,950 | 15 | 4,850 | 15 | — | — |
| B H & G Quick and Easy Recipes | 1 | PE | — | — | — | — | — | 6,950 | 15 | 4,850 | 15 | — | — |
| Bon Appetit | 12 | ABC | 1,100 | 1,077 | 4,070 | 3.7 | T | 13,230 | nc | 8,910 | nc | R | 55 |
| Carte Blanche Magazine | 6 | ABC | 711 | 606 | — | — | 0 | 5,400 | nc | 4,050 | nc | A | 41 |
| Christmas Ideas & Answers | 1 | PE | — | — | — | — | — | 3,235 | 15 | 2,155 | 15 | R | 75 |
| The Complete Buyer's Guide to Stereo/Hi Fi Equipment | 4 | PE (A) | 60 | 65 | — | — | 0 | 3,475 | nc | 2,475 | nc | — | 75 |
| Cuisine | 10 | ABC | 700 | 665 | 1,890 | 2.7 | T,E | 8,750 | nc | 7,260 | nc | — | 60 |
| Dallas-Ft. Worth Home/Garden | 12 | (A) | 37 | 37 | 90 | 2.4 | 0 | 1,920 | 10 | 1,300 | 10 | — | 77 |
| Family Circle Great Ideas—Christmas Helps | 1 | S | 750 | — | — | — | 0 | 8,650 | nc | 6,920 | nc | — | 86 |
| Family Circle Great Ideas—Quick & Easy Meals | 2 | S | 400 | — | — | — | 0 | 6,270 | nc | 5,015 | nc | — | 93 |
| Food Digest | 6 | PE | 135 | 135 | 300 | 2.2 | — | 1,725 | nc | 1,150 | nc | — | 93 |
| The Gardener | — | PE | 11 | 10 | 50 | 5.0 | — | 518 | 10 | 218 | 10 | — | — |
| Good Housekeeping's Country Living (9/78) | 4 | PE | — | — | — | — | — | 5,950 | nc | 4,110 | nc | — | 88 |
| Gourmet | 12 | ABC | 650 | 656 | 2,030 | 3.1 | T,M | 11,500 | 15 | 6,500 | 15 | — | 60 |
| Hi-Fi Stereo Buyer's Guide | 6 | ABC | — | 39 | — | — | — | 2,275 | 7 | 1,540 | 10 | — | — |
| House & Garden | 12 | ABC | 1,000 | 1,073 | 9,215 | 9.2 | S,T | 17,500 | 15 | 11,900 | 15 | R | 49 |
| House Beautiful | 12 | ABC | 800 | 834 | 4,991 | — | S,O | 12,465 | 15 | 9,715 | 15 | R | 48 |
| International Review of Food & Wine | 12 | ABC | 200 | 236 | 732 | 3.1 | 0 | 4,200 | 15 | 2,800 | 15 | R | 70 |
| Isaac Asimov's Science Fiction | 12 | S | 110 | 103 | — | — | — | — | — | 1,205 | nb | — | — |
| Los Angeles Greek Theatre Magazine | 4 | S | 75 | 75 | 75 | 1.0 | 0 | 1,875 | nc | 1,350 | nc | — | 50 |
| McCall's Cooking School | 1 | PE | — | — | — | — | — | 5,300 | nc | 4,240 | nc | — | 86 |
| Parents | 12 | ABC | 1,400 | 1,518 | 3,912 | 2.8 | S | 17,680 | nc | 13,815 | nc | S,T | 47 |
| Saint Louis Home/Garden (5/79) | 12 | PE | 20 | 8 | — | — | — | 875 | nc | 625 | nc | — | — |
| Signature | 12 | ABC | 600 | 619 | 1,650 | 2.8 | E | 6,160 | nc | 5,100 | nc | R,M | 60 |
| Speakers '80 | 1 | PE (A) | — | — | — | — | — | 3,400 | nc | 2,400 | nc | — | 80 |
| Sunset Magazine | 12 | ABC | 1,225 | 1,372 | 3,569 | 2.7 | T | 16,131 | 15 | 11,590 | 15 | R,T | 38 |
| Vegetarian Times | 6 | S | — | 38 | 100 | 2.4 | 0 | 1,550 | 15 | 850 | 15 | — | 66 |
| Washington Calendar Magazine | 12 | S | 150 | 3 | 600 | — | 0 | 4,450 | 15 | 2,970 | 15 | A | 55 |
| Weight Watchers | 12 | ABC | 800 | 822 | 2,547 | 3.6 | T | 9,650 | 10 | 6,900 | 10 | R | 72 |
| Wine World | 6 | S | — | 37 | 73 | 2.0 | — | 1,130 | nc | 770 | nc | — | — |
| Woman's Day Simply Delicious Meals | 1 | PE | — | — | — | — | — | 6,615 | 10 | 5,670 | 10 | — | 80 |
| **Fraternal/Labor/Civic** | | | | | | | | | | | | | |
| Air Line Pilot | 12 | ABC | 42 | 32 | — | — | 0 | 1,970 | 10 | 1,320 | 10 | — | 66 |
| American Legion Magazine | 12 | ABC | 2,500 | 2,599 | — | — | — | 12,426 | 10 | 8,569 | 10 | — | 60 |

| Fraternal/Labor/Civic CONTINUED | | Circulation | | | Audience | | | Page rates (1x) | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Freq. | Audit source | Rate base (000) | Paid (000) | Total aud. (000) | Readers /copy | Aud. data | 4/C Rate ($) | 4/C Bleed (%) | B/W Rate ($) | B/W Bleed (%) | Split-run editions | % edit pgs |
| Clubwoman | 9 | S | 28 | 28 | — | — | — | 1,065 | nc | 465 | nc | Z | 90 |
| Columbia | 12 | S | — | 1,211 | — | — | — | 4,013 | 15 | 3,206 | 15 | — | — |
| The Elks Magazine | 12 | ABC | 1,450 | 1,632 | 2,578 | 1.6 | 0 | 8,550 | nc | 5,630 | nc | R,S | 57 |
| Firehouse Magazine | 12 | ABC | 100 | 100 | 810 | 8.1 | 0 | 2,175 | nc | 1,575 | nc | R | 54 |
| Future | 6 | S | 375 | 375 | 938 | 2.5 | 0 | 4,015 | 5 | 2,915 | 5 | — | 51 |
| Girl Scout Leader | 6 | ABC | 525 | 537 | — | — | 0 | 4,475 | nc | 3,320 | nc | — | 26 |
| Kiwanis | 10 | ABC | 278 | 278 | 478 | 1.7 | T,0 | 2,770 | nc | 1,550 | nc | R,S,Z,A | 75 |
| Labor Press (93 publications) | — | S | 3,500 | 3,000 | 7,000 | 2.0 | — | — | — | 50,000 | — | R,S | 85 |
| Life & Health | 12 | PE | 75 | 90 | 250 | 3.0 | — | * | — | 1,328 | nc | — | 88 |
| Lion Magazine | 11 | ABC | 666 | 666 | 736 | 1.1 | T,0 | 4,232 | nc | 2,997 | nc | — | 70 |
| M.A.C. Gopher | 12 | S | 4 | 4 | 8 | 2.0 | — | 576 | nc | 276 | nc | — | 60 |
| Milwaukee Labor Press | 24 | S | 100 | 96 | 350 | 3.5 | — | — | — | 525 | nb | — | 45 |
| National Jewish Monthly | — | ABC | 197 | 193 | 500 | 2.5 | 0 | 2,625 | nc | 1,625 | nc | — | 50 |
| The New York Teacher | 41 | ABC | 213 | 213 | 533 | 2.5 | 0 | — | — | 2,632 | nb | M | 91 |
| Organizations (9/79) | 2 | PE | — | — | — | — | — | — | — | 2,500 | — | — | — |
| Retirement Life | 12 | S | 300 | 311 | 775 | 2.5 | — | — | — | 1,750 | 2 | — | 60 |
| The Rotarian | 12 | ABC | 450 | 457 | 1,000 | 2.2 | T | 3,925 | nc | 2,775 | nc | — | 70 |
| Scouting | 6 | ABC | 1,000 | 1,018 | 3,200 | 3.2 | 0 | 7,450 | 10 | 4,750 | 10 | — | 60 |
| Sierra | 6 | PE | 180 | 178 | 270 | 1.5 | 0 | 2,350 | nc | 1,950 | nc | — | — |
| Today's Education | 4 | ABC | 1,686 | 1,686 | 2,528 | 1.5 | 0 | 11,350 | nc | 8,850 | nc | R,D,A | 60 |
| VFW Magazine | 11 | ABC | 1,830 | 1,837 | 4,959 | 2.7 | — | 8,671 | nc | 6,216 | nc | — | 55 |
| Woodmen of the World Magazine | 12 | S | 449 | 449 | — | — | — | 3,388 | nc | 1,235 | nc | — | 91 |

## General editorial

| | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| American History Illustrated | 10 | S | 160 | 160 | 496 | 3.1 | 0 | 2,375 | nb | 1,900 | nb | — | — |
| Art in America | 10 | ABC | 46 | 46 | 250 | 5.0 | 0 | 2,150 | 10 | 1,600 | 10 | — | 50 |
| Atlanta Journal & Constitution Magazine | 52 | ABC | — | 537 | — | — | 0 | 5,077 | nc | 4,285 | nc | * | 50 |
| Atlantic City Magazine | 4 | S | 60 | 30 | 480 | 8.0 | — | 2,250 | 15 | 1,500 | 15 | — | 41 |
| The Atlantic Monthly | 12 | ABC | 325 | 327 | 1,034 | 3.0 | M,0 | 6,760 | 15 | 4,430 | 15 | R | 65 |
| Atlas World Press Review | 12 | ABC | 120 | 120 | 360 | 3.0 | E | 2,134 | nc | 1,494 | nc | T | 72 |
| Attenzione (7/79) | 12 | PE | 100 | — | — | — | — | 3,000 | nc | 2,340 | nc | — | — |
| Audubon | 6 | S | 300 | 325 | 1,118 | 3.4 | 0 | 6,480 | nc | 4,320 | nc | R | 78 |
| Book Digest | 12 | ABC | 1,000 | 1,003 | 4,212 | 4.2 | 0 | 12,500 | nc | 9,000 | nc | R | 82 |
| Boston Globe's New England Magazine | 52 | ABC | — | 694 | — | — | 0 | 6,243 | — | 4,863 | — | * | 50 |

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## General editorial CONTINUED

| General editorial CONTINUED | Freq. | Circulation | | | Audience | | | Page rates (1x) | | | | Split-run editions | % edit pgs |
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| | | Audit source | Rate base (000) | Paid (000) | Total aud. (000) | Readers /copy | Aud. data | 4/C Rate ($) | 4/C Bleed (%) | B/W Rate ($) | B/W Bleed (%) | | |
| Boston Herald American's Sunday Magazine | 52 | ABC | — | 352 | 971 | 2.8 | 0 | 4,230 | nc | 3,600 | nc | A | 53 |
| British History Illustrated | 12 | S | 70 | 72 | 196 | 2.8 | 0 | 1,485 | nb | 1,100 | nb | — | 85 |
| Capper's Weekly | 26 | ABC | — | 425 | 1,500 | 3.5 | — | 3,100 | — | 2,800 | — | A | 55 |
| The Christian Science Monitor | M-F | ABC | 165 | 169 | 1,179 | 7.0 | 0 | 4,460 | nb | 2,460 | nb | R | 72 |
| Civil War Times Illustrated | 10 | S | 100 | 99 | 260 | 2.6 | 0 | 1,625 | nb | 1,300 | nb | — | 81 |
| Cleveland Plain Dealer's Sunday Magazine | 52 | ABC | — | 453 | 1,141 | 2.5 | 0 | 4,300 | nb | 3,600 | nb | — | 41 |
| Commentary | 12 | S | 54 | 50 | — | — | — | 2,080 | nc | 1,150 | nc | — | 70 |
| Consumer Life | 4 | S | 1,000 | — | — | — | 0 | 11,140 | nc | 9,940 | nc | Z | 50 |
| Cosmopolitan | 12 | ABC | 2,150 | 2,700 | 9,436 | 4.0 | S | 19,990 | 15 | 14,855 | 10 | R,S | 43 |
| D.A.C. News | 9 | S | — | 4 | 12 | 3.0 | — | 910 | 15 | 455 | 15 | — | 38 |
| Dallas Times Herald's Sunday Magazine | 52 | ABC | — | 338 | 1,148 | 3.4 | T,0 | 3,120 | nb | 2,560 | nb | M | 28 |
| Detroit News Magazine | 52 | ABC | — | 828 | — | — | 0 | — | — | 7,130 | 8240 | — | 50 |
| Down East | 12 | S | 70 | 70 | 250 | 3.6 | 0 | 1,920 | 10 | 1,540 | 10 | — | 50 |
| Early American Life | — | ABC | 300 | 302 | 927 | 2.8 | 0 | 4,125 | — | 3,300 | — | — | 58 |
| Ebony | 12 | ABC | 1,300 | 1,241 | 5,000 | 3.9 | T | 16,443 | 10 | 10,638 | 10 | R | — |
| Exclusively Yours, Wisconsin | 15 | S | 40 | — | — | — | 0 | 1,475 | nc | 1,180 | nc | — | 26 |
| Family Weekly | 52 | ABC | 11,900 | 11,900 | 24,712 | 2.2 | S,0 | 72,470 | nc | 63,630 | nc | R,S,M,I | 35 |
| 50 Plus | 12 | ABC | 160 | 160 | 480 | 3.0 | 0 | 2,905 | 10 | 2,130 | 10 | R | 62 |
| Frontier Times | 6 | S | — | 58 | 232 | 4.0 | — | 950 | 10 | 515 | 10 | — | 85 |
| Games | 6 | ABC | 500 | 550 | — | 3.2 | E,0 | 4,550 | nb | 3,500 | nb | R,S,Z,T | 67 |
| The Gardener | — | PE | 11 | 10 | 50 | 5.0 | — | 518 | 10 | 218 | 10 | — | — |
| GEO (5/79) | 12 | S(A) | 100 | 100 | 200 | 2.0 | — | 4,000 | nc | 4,000 | nc | — | 87 |
| Grit | 52 | ABC | 1,096 | 1,096 | 4,494 | 4.0 | 0 | 10,000 | nc | 8,000 | nc | A | 80 |
| Gruber Almanack | 1 | S | 195 | 194 | — | — | — | — | — | 550 | — | — | — |
| Harper's Magazine | 12 | ABC | 300 | 302 | 960 | 3.0 | M,0 | 6,570 | 15 | 4,300 | 15 | R | 66 |
| Harper's/Atlantic | 12 | ABC | 625 | 630 | 1,993 | 3.0 | M,0 | 11,997 | 15 | 7,857 | 15 | R | 65 |
| Harvard Magazine (cycle A) | 4 | S | 115 | 34 | — | 1.8 | (0) | 2,600 | — | 1,500 | — | — | 88 |
| Harvard Magazine (cycle B) | 2 | S | 185 | 34 | — | 1.8 | 0 | 400 | nc | 2,400 | nc | — | 88 |
| Indianapolis Star Magazine | 52 | ABC | — | 356 | — | — | 0 | 3,485 | nc | 2,785 | nc | — | 50 |
| Interview Magazine | 12 | S | 87 | 87 | 356 | 4.1 | 0 | 1,600 | nb | 1,200 | nb | — | 64 |
| Ivy League Alumni Magazine Group | 8 | S | 425 | 208 | — | — | 0 | 8,330 | 10 | 5,950 | 10 | — | 85 |
| Jewish Living (3/79) | 6 | PE | 500 | — | 2,000 | 4.0 | 0 | 12,000 | 10f | 8,500 | 10f | — | — |
| Leadership Network (8 titles) | * | ABC | 600 | 609 | 1,800 | 3.0 | E | 11,287 | nc | 8,071 | nc | — | 70 |
| Learning | 9 | ABC | 220 | — | — | — | — | 3,550 | — | 2,750 | — | — | 46 |
| Life (10/78) | 12 | PE(A) | 1,000 | 1,250 | 5,100 | 5.2 | 0 | 19,860 | 15 | 15,000 | 15 | — | 60 |
| Look Magazine (2/79) | 26 | PE | 600 | — | — | — | — | 8,400 | 10 | 6,600 | 10 | — | — |
| The Magazine of Fantasy & Science Fiction | 12 | PE | 64 | 64 | 190 | 3.0 | — | — | | 575 | nb | — | — |
| Metropolitan Sunday[1] | 52 | ABC | 21,734 | 21,734 | 48,073 | 2.3 | S | 170,574 | nb | 140,212 | nb | — | — |
| Miami Herald's Tropic Magazine | 52 | ABC | 525 | 525 | 1,207 | 2.3 | 0 | 6,419 | nc | 5,248 | nc | — | 44 |
| Milwaukee Journal's Insight Magazine | 52 | ABC | 533 | 533 | — | — | 0 | 5,795 | nb | 4,595 | nb | — | 50 |
| Money | 12 | ABC | 800 | 775 | 2,400 | 3.0 | S,T,E,M | 15,465 | 15 | 9,890 | 15 | R | 42 |
| Moneysworth | 12 | ABC | 800 | 1,050 | 5,000 | 4.8 | — | 10,800 | nc | 7,200 | nc | — | 40 |
| The Mother Earth News | 6 | ABC | 550 | 581 | 2,730 | 4.4 | 0 | 9,900 | nc | 6,600 | nc | A | 66 |
| Mother Jones | 10 | S(A) | 200 | 220 | 722 | 3.6 | 0 | 3,225 | 10 | 2,200 | 10 | R,S,M,Z | 74 |
| Ms. Magazine | 12 | ABC | 500 | 510 | 1,609 | 3.2 | S,T | 7,925 | nb | 5,910 | nb | R,S | 60 |
| National Enquirer | 52 | ABC | 5,200 | 5,541 | 19,674 | 3.6 | S | 20,540 | nc | 16,600 | nc | — | 58 |
| National Geographic Magazine | 12 | ABC | 8,800 | 9,262 | 22,258 | 2.8 | S,E,M | 74,365 | nc | 54,280 | nc | R,M | 81 |
| The Nation | 52 | S | 35 | 35 | 175 | 5.0 | — | — | — | 660 | * | — | — |
| Natural History | 12 | ABC | 450 | 462 | 1,235 | 2.7 | T,E,0 | 7,650 | 15 | 5,100 | 15 | R | 66 |
| New York Magazine | 52 | ABC | 375 | 391 | 1,528 | 4.0 | S,T | 10,150 | 15 | 6,500 | 15 | — | 55 |
| New York Times Magazine | 52 | ABC | — | 1,413 | 4,379 | 3.1 | S,T,M | 12,765 | 10 | 8,450 | 10 | — | 33 |
| The New Yorker | 52 | ABC | 470 | 498 | 2,876 | 6.1 | E | 12,000 | 15 | 7,600 | 15 | — | 45 |
| Nuestro | 12 | S | 150 | 189 | — | — | — | 4,100 | nc | 2,400 | nc | — | — |
| Parade | 52 | ABC | 21,218 | 21,218 | 42,437 | 2.0 | — | 137,600 | nb | 111,945 | nb | RSMZDXT | 40 |
| Paraplegia News | 12 | S | 18 | 18 | 45 | 2.5 | — | 1,152 | 15 | 702 | 15 | — | 63 |
| People Weekly | 51 | ABC | 2,200 | 2,319 | 18,283 | 8.2 | S | 22,600 | 15 | 17,700 | 15 | — | 47 |
| Philadelphia Bulletin's Discover | 26 | ABC | — | 649 | — | — | 0 | 6,410 | nc | 5,220 | nc | — | 50 |
| Playsure Magazine | 12 | S(B) | 25 | — | 88 | 3.5 | — | 1,010 | 15 | 620 | 15 | — | 40 |

[1] Consists of 49 locally-edited newspaper supplements

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Magazine Photographer of the Year

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(t)

2nd Bill Weems

Portrait Personality

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2nd David Doubilet

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Pictorial

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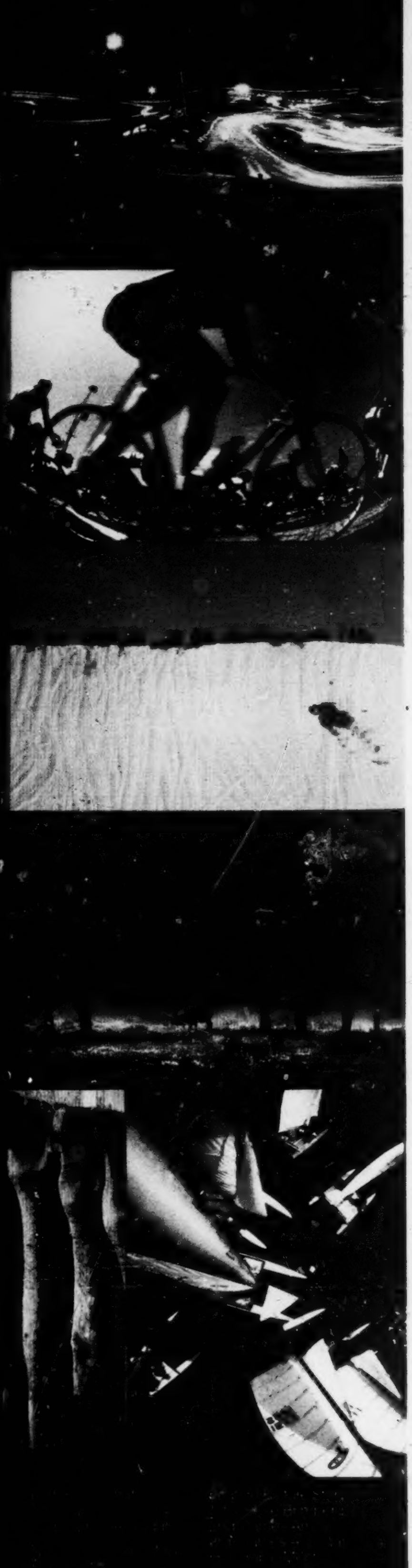

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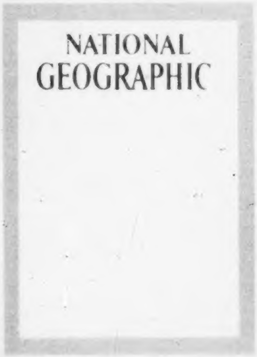

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## General editorial CONTINUED

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| Prime Time | 12 | PE | 100 | — | — | — | — | 2,250 | 15 | 1,500 | 15 | — | — |
| Psychology Today | 12 | ABC | 1,175 | 1,179 | 4,143 | 3.6 | S,T,O | 20,990 | nc | 15,540 | 10 | R,S,T | — |
| Quest/79 | 9 | ABC | 300 | 329 | 1,050 | 3.5 | S | 5,830 | 15 | 3,890 | 15 | R | 71 |
| Reader's Digest | 12 | ABC | 17,750 | 17,978 | 41,356 | 2.2 | S,T,O | 74,500 | nc | 62,000 | nc | R,M,X,T | 60 |
| Reason | 12 | S | 16 | 17 | 37 | 2.1 | O | — | — | 300 | nb | — | 85 |
| Rolling Stone | 26 | ABC | 600 | 621 | 3,000 | 5.0 | T | 11,420 | nb | 7,370 | nb | R | 50 |
| The Saturday Evening Post | 9 | ABC | 600 | 535 | 3,672 | 6.1 | S,T | 7,787 | 10 | 5,370 | 10 | R | 67 |
| Saturday Review | 24 | ABC | 525 | 532 | 1,406 | 2.6 | S,T | 6,750 | 10 | 4,900 | 10 | R,D | 67 |
| Science 80 | 6 | S | 250 | 250 | 875 | 3.5 | O | 4,500 | nc | 3,250 | nc | — | — |
| Scientific American | 12 | ABC | 575 | 692 | 2,512 | 3.6 | S,T,M,O | 13,200 | 15 | 8,800 | 15 | R | 60 |
| Sergeants | 12 | S | 107 | 110 | 239 | 2.0 | — | 1,500 | nc | 900 | nc | — | 75 |
| Smithsonian | 12 | ABC | 1,500 | — | 3,972 | 2.4 | S,M | 22,500 | nc | 15,000 | nc | — | 56 |
| St. Louis Globe Democrat's Sunday Magazine | 52 | ABC | — | 272 | 598 | 2.2 | O | 2,976 | nb | 2,424 | nb | A | 45 |
| St. Louis Post Dispatch Sunday Pictures | 52 | ABC | — | 449 | — | — | O | 4,773 | nc | 3,988 | nc | A | 50 |
| St. Petersburg Times Floridian | 52 | ABC | 248 | 337 | 595 | 2.4 | O | 2,114 | nb | 1,861 | nb | — | 50 |
| The Star | 52 | ABC | 3,150 | 3,238 | 11,530 | 3.6 | S | 14,600 | nb | 12,300 | nb | R,A | 65 |
| Symbol, for the friends of Rolls Royce, Riva, Ferrari (12/78) | 4 | S | 50 | — | 250 | 5.0 | — | 9,000 | — | — | — | — | — |
| Today's Education | 4 | ABC | 1,686 | 1,686 | 2,528 | 1.5 | O | 11,350 | nc | 8,850 | nc | R,D,A | 60 |
| Trail Blazers' Almanac | 1 | S | 1,000 | — | 5,000 | 5.0 | — | — | — | 900 | nb | — | — |
| Travel & Leisure | 12 | S(A) | 925 | 880 | 3,178 | 3.7 | T,M,E | 14,330 | nc | 10,680 | nc | R,M | 42 |
| True West | 6 | S | — | 80 | 318 | 4.0 | — | 1,075 | 10 | 595 | 10 | — | 85 |
| TV Guide | 52 | ABC | 18,300 | 19,882 | 43,070 | 2.2 | S,O | 65,000 | nc | 55,000 | nc | R | 57 |
| US | 26 | ABC | 850 | 800 | 5,369 | 6.3 | S | 8,330 | 15 | 6,500 | 15 | R,T | 70 |
| Washington Star's Home/Life | 52 | ABC | — | 317 | — | — | O | 3,300 | nc | 2,688 | nc | — | 50 |
| Westchester Magazine | 12 | ABC | — | 30 | 120 | 4.0 | O | 1,510 | 5 | 990 | 5 | — | 50 |
| The Wilson Quarterly | 4 | PE | 85 | 97 | — | — | O | * | nc | 1,500 | nc | — | 95 |
| Working Woman | 12 | ABC | 300 | 176 | 1,110 | 3.7 | O | 4,200 | nc | 2,940 | nc | — | 67 |
| Yankee Magazine | 12 | ABC | 750 | 803 | 2,850 | 3.5 | O | 7,400 | 5 | 5,550 | 5 | A | 50 |

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| **Home/Family relations** | Freq. | Audit source | Rate base (000) | Paid (000) | Total aud. (000) | Readers /copy | Aud. data | Rate ($) | Bleed (%) | Rate ($) | Bleed (%) | Split-run editions | % edit pgs |
| Accent on Living | 4 | S | 17 | 17 | 49 | 2.9 | 0 | 753 | 10 | 510 | 10 | — | 56 |
| American Baby | 12 | S | 1,000 | — | 2,129 | 2.1 | S | 18,530 | nc | 13,400 | nc | R.S.M.Z.D.T | 50 |
| American Rose Magazine | 12 | S | 16 | 16 | — | — | — | 430 | nc | 245 | nc | — | 84 |
| American Teacher | 9 | S | 533 | 463 | 1,000 | 2.0 | — | — | — | 4,704 | nb | — | 85 |
| Americana | 6 | ABC | 250 | 247 | 1,000 | 4 | 0 | 4,500 | 15 | 3,000 | 15 | Z | 60 |
| Apartment Life | 12 | ABC | 800 | 827 | 2,415 | 2.9 | S.T | 12,850 | 10 | 9,100 | 10 | R | 56 |
| Architectural Digest | 10 | ABC | 400 | 417 | — | — | 0 | 11,340 | nc | 7,560 | nc | R | 55 |
| Arts & Activities | 10 | ABC | 29 | 25 | 150 | 5.0 | — | 1,235 | 10 | 785 | 10 | — | 65 |
| Austin Living | 3 | S(B) | 90 | — | — | — | — | 2,400 | 7 | 1,725 | 9 | — | 33 |
| B H & G 100's of Ideas | 1 | PE | — | — | — | — | — | 9,250 | 15 | 6,450 | 15 | — | — |
| B H & G Bedroom and Bath Decorating Ideas | 1 | PE | — | — | — | — | — | 6,950 | 15 | 4,850 | 15 | — | — |
| B H & G Building Ideas | 4 | PE | — | — | — | — | — | 6,950 | 15 | 4,850 | 15 | — | — |
| B H & G Christmas Ideas | 1 | PE | — | — | — | — | — | 8,000 | 15 | 6,000 | 15 | — | — |
| B H & G Country Home and Kitchen Ideas | 1 | PE | — | — | — | — | — | 9,250 | 15 | 6,450 | 15 | — | — |
| B H & G Diet and Exercise | 1 | PE | — | — | — | — | — | 6,950 | 15 | 4,850 | 15 | | — |
| B H & G Furnishings and Decorating Ideas | 2 | PE | — | — | — | — | — | 9,250 | 15 | 6,450 | 15 | — | — |
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| B H & G How to Buy and Sell Your Home | 1 | PE | — | — | — | — | — | 6,950 | 15 | 4,850 | 15 | — | — |
| B H & G Kitchen and Bath Ideas | 2 | PE | — | — | — | — | — | 6,950 | 15 | 4,850 | 15 | — | — |
| B H & G Remodeling Ideas | 4 | PE | — | — | — | — | — | 6,950 | 15 | 4,850 | 15 | — | — |
| B H & G Traditional Home Ideas | 1 | PE | — | — | — | — | — | 9,250 | 15 | 6,450 | 15 | — | — |
| B H & G Window and Wall Decorating Ideas | 1 | PE | — | — | — | — | — | 6,950 | 15 | 4,850 | 15 | — | — |
| Baby Talk | 12 | S | 850 | — | — | — | — | 10,950 | nc | 8,116 | nc | R.S.M | 50 |
| Better Homes and Gardens | 12 | ABC | 8,000 | 8,040 | 22,537 | 2.8 | S.0 | 53,695 | nc | 44,395 | nc | R.S.M.Z.T | 40 |
| Budget Decorating & Remodeling | 6 | S | 347 | 356 | 1,000 | 2.8 | — | 2,475 | nc | 1,980 | nc | A | 80 |
| Capper's Weekly | 26 | ABC | — | 425 | 1,500 | 3.5 | — | 3,100 | | 2,800 | | A | 55 |
| Cat Fancy | 12 | S | 65 | 48 | 195 | 3.0 | — | 2,340 | 10 | 1,640 | 10 | — | 60 |
| Cats Magazine | 12 | ABC | 60 | 65 | 251 | 3.7 | — | 2,050 | nc | 1,650 | nc | | 48 |
| Christian Herald | 11 | S | 270 | 269 | 700 | 2.6 | 0 | 2,750 | 10 | 2,425 | 10 | — | 50 |
| Conde Nast Package (5 titles)[1] | — | ABC | — | 5,273 | 24,916 | 5.7 | S.T | 66,735 | 15 | 47,300 | 15 | | 44 |
| Consumer Life | 4 | S | 1,000 | — | — | — | 0 | 11,140 | nc | 9,940 | nc | Z | 50 |
| The Country Gentleman | 4 | ABC | 200 | 204 | 345 | 1.7 | E | 2,995 | 10 | 1,995 | 10 | R | 54 |
| Country Journal, Blair & Ketchum's | 12 | ABC | 200 | 162 | 780 | 3.9 | 0 | 4,948 | 15 | 3,300 | 15 | T | 60 |
| Dallas/Ft. Worth Home/Garden | 12 | (A) | 37 | 37 | 90 | 2.4 | 0 | 1,920 | 10 | 1,300 | 10 | | 77 |
| Dallas/Fort Worth Living | 6 | S(B) | 90 | | — | — | | 2,600 | 6 | 1,925 | 8 | — | 31 |
| Denver Living | 6 | S(B) | 90 | — | | — | | 2,600 | 6 | 1,925 | 8 | — | 32 |
| Dog Fancy | 6 | S | 60 | 41 | 127 | 3.0 | M.0 | 2,220 | 10 | 1,540 | 10 | — | 60 |
| Dog World | 12 | ABC | 58 | — | — | — | — | 1,630 | nc | 1,230 | nc | — | — |
| Early American Life | — | ABC | 300 | 302 | 927 | 2.8 | 0 | 4,125 | — | 3,300 | | — | 58 |
| East West Journal | 12 | S | 50 | 50 | 215 | 4.3 | 0 | 1,455 | nb | 930 | nb | — | 60 |
| The Exceptional Parent | 6 | S | 20 | 17 | 50 | 2.5 | — | — | — | 680 | 15 | — | 70 |
| Expecting | 4 | S | 1,000 | — | 1,600 | 1.6 | 0 | 15,220 | nc | 10,490 | nc | S | 66 |
| Family Circle Great Ideas—Decorating Made Easy | 1 | S | 400 | — | — | — | 0 | 4,830 | nc | 3,865 | nc | — | 86 |
| The Family Food Garden | 10 | S(A) | 230 | 230 | 375 | 1.6 | 0 | 1,775 | nc | 1,365 | nc | — | 60 |
| The Family Handyman | 10 | ABC | 900 | 900 | 2,900 | 3.2 | E | 8,625 | nc | 6,350 | nc | R.S.Z.T | 45 |
| Family Health | 10 | ABC | 800 | 934 | 2,920 | 3.6 | T.0 | 7,390 | nc | 5,280 | nc | R | 58 |
| The First Twelve Months of Life | 1 | S | 2,000 | — | — | — | — | 37,230 | nc | 27,375 | nc | — | 65 |
| Florida Gulf Coast Living | 6 | S(B) | 80 | 5 | — | — | — | 2,600 | 6 | 1,925 | 8 | — | — |
| Flower and Garden | 12 | ABC | — | 523 | 3,258 | 5.4 | T | 4,320 | nc | 3,095 | nc | R | 67 |
| Forecast For Home Economics | 9 | ABC | 75 | 59 | — | — | — | 3,740 | nc | 2,600 | nc | — | 50 |
| The Gardener | — | PE | 11 | 10 | 50 | 5.0 | — | 518 | 10 | 218 | 10 | — | — |
| Good Living (6/79) | 4 | PE | 100 | 100 | 450 | 4.4 | — | 2,958 | 10 | 2,275 | 10 | — | — |
| Hadassah Magazine | 10 | PE | 360 | 357 | 962 | 2.7 | 0 | 5,500 | nb | 4,675 | nb | — | 58 |
| Holly Hobbie's Home Times (9/79) | 4 | PE | 600 | — | — | — | — | 4,950 | nc | 4,000 | nc | R | — |

[1] Total audience and readers/copy figures based on 4 titles: Glamour, House & Garden, Mademoiselle, Vogue.

## Home/Family relations CONTINUED

| | | Circulation | | | Audience | | | Page rates (1x) | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | | | | 4/C | | B/W | | | |
| Home/Family relations CONTINUED | Freq. | Audit source | Rate base (000) | Paid (000) | Total aud. (000) | Readers /copy | Aud. data | Rate ($) | Bleed (%) | Rate ($) | Bleed (%) | Split-run editions | % edit pgs |
| Homeowner's How To | 6 | ABC | 300 | 300 | — | — | 0 | 4,330 | nc | 3,665 | nc | — | 78 |
| Horticulture Magazine | 12 | ABC | 159 | 159 | 646 | 4.0 | 0 | 3,070 | † | 2,050 | 10 | — | 50 |
| House & Garden | 12 | ABC | 1,000 | 1,073 | 9,215 | 9.2 | S,T | 17,500 | 15 | 11,900 | 15 | R | 49 |
| House & Garden Building Guide | 4 | PE | 175 | — | — | — | 0 | 3,700 | 15 | 24,600 | 15 | — | 63 |
| House & Garden Decorating Guide | 4 | PE | 300 | — | — | — | 0 | 6,160 | 15 | 4,000 | 15 | — | 53 |
| House & Garden Gardening Guide | 1 | PE | 175 | — | — | — | 0 | 3,700 | 15 | 2,460 | 15 | — | 60 |
| House & Garden Kitchens & Baths Guide | 1 | PE | 200 | — | — | — | 0 | 4,065 | 15 | 2,710 | 15 | — | 77 |
| House & Garden Plans Guide | 1 | PE | 175 | — | — | — | 0 | 3,700 | 15 | 2,460 | 15 | — | 62 |
| House & Garden Remodeling Guide | 2 | PE | 175 | — | — | — | 0 | 3,700 | 15 | 2,460 | 15 | — | 53 |
| House Beautiful | 12 | ABC | 800 | 834 | 4,991 | — | S,O | 12,465 | 15 | 9,715 | 15 | R | 48 |
| House Beautiful's Building Manual | 2 | S | — | — | — | — | 0 | 3,675 | 15 | 2,450 | 15 | — | 62 |
| House Beautiful's Colonial Homes | 6 | S(A) | 350 | 440 | — | — | S | 7,000 | 15 | 4,500 | 15 | — | 69 |
| House Beautiful's Home Decorating | 4 | S | — | — | — | — | 0 | 6,100 | 15 | 3,950 | 15 | — | 71 |
| House Beautiful's Home Remodeling | 2 | S | — | — | — | — | 0 | 3,675 | 15 | 2,450 | 15 | — | 59 |
| House Beautiful's Houses & Plans | 1 | S | — | — | — | — | 0 | 3,675 | 15 | 2,450 | 15 | — | 63 |
| Houston Living | 6 | S(B) | 90 | — | — | — | — | 2,600 | 6 | 1,925 | 8 | — | 29 |
| Hudson Home Guides | 12 | PE | 250 | 228 | 750 | 3.0 | — | 4,850 | 10 | 3,650 | 10 | R,D | 70 |
| Hudson Home Plans (1/79) | 12 | PE | 135 | — | — | — | — | 3,285 | 20 | 2,300 | 10 | — | — |
| Jewish Living (3/79) | 6 | PE | 500 | — | 2,000 | 4.0 | 0 | 12,000 | 10† | 8,500 | 10† | — | — |
| Kitchen & Bath Improvements | 1 | S | — | 51 | — | — | — | 2,025 | — | 1,425 | — | — | — |
| Life & Health | 12 | PE | 75 | 90 | 250 | 3.0 | — | * | — | 1,328 | nc | — | 88 |
| McCall's Best Decorating and Homes Care Ideas | 1 | PE | — | — | — | — | — | 3,800 | nc | 3,040 | nc | — | 81 |
| The Moon Sign Book | 1 | PE | 200 | — | 600 | 3.0 | — | — | — | 750 | nb | — | 83 |
| The Mother Earth News | 6 | ABC | 550 | 581 | 2,730 | 4.4 | 0 | 9,900 | nc | 6,600 | nc | A | 66 |
| Mother's Manual | 6 | S | 904 | 95 | — | — | — | 13,925 | nc | 10,222 | nc | R,S,M | 60 |
| National 4-H News | 10 | S | — | 78 | 540 | 6.0 | 0 | 1,990 | nc | 1,540 | nc | — | 59 |
| North Shore Magazine | 12 | S | 20 | 5 | 56 | 2.5 | 0 | 1,185 | 15 | 800 | 15 | — | 50 |
| Nutrition Health Review | 4 | S | 85 | 85 | 250 | 3.0 | — | — | — | 900 | nc | — | 66 |
| Official Dogs | 6 | S | 108 | 108 | — | — | — | 2,622 | nc | 1,380 | nc | — | — |
| 1,001 Decorating Ideas | 10 | ABC | 1,100 | 787 | 6,269 | 5.8 | T | 10,870 | nc | 8,620 | nc | R | 84 |
| Organic Gardening | 12 | S | 1,200 | 1,171 | 3,125 | 2.8 | T,O | 8,035 | nc | 5,540 | 10 | — | 57 |
| Paraplegia News | 12 | S | 18 | 18 | 45 | 2.5 | — | 1,152 | 15 | 702 | 15 | — | 63 |
| Parents | 12 | ABC | 1,400 | 1,518 | 3,912 | 2.8 | S | 17,680 | nc | 13,815 | nc | S,T | 47 |
| Pet News | 6 | S | 33 | 15 | 115 | 3.5 | 0 | 1,490 | nc | 995 | nc | — | 65 |
| Phoenix Living | 6 | S(B) | 80 | 10 | — | — | — | 2,600 | 6 | 1,925 | 8 | — | 57 |
| Plants Alive Magazine | 6 | ABC | 175 | 182 | 468 | 2.6 | 0 | 2,225 | nc | 1,800 | nc | — | 50 |
| Prevention | 12 | S | 2,000 | 2,147 | 4,113 | 2.0 | T,O | 18,880 | nc | 10,745 | 10 | R | 57 |
| Prime Time | 12 | PE | 100 | — | — | — | — | 2,250 | 15 | 1,500 | 15 | — | — |
| Psychology Today | 12 | ABC | 1,175 | 1,179 | 4,143 | 3.6 | S,T,O | 20,990 | nc | 15,540 | 10 | R,S,T | — |
| Pure-bred Dogs/American Kennel Gazette | 12 | ABC | 42 | 42 | — | — | 0 | 1,200 | nc | 560 | nc | R,Z | 95 |
| Redbook's Young Mother | 1 | PE | 3,595 | — | — | — | S,O | 42,500 | nc | 37,750 | nc | R | 43 |
| Runner's World | 12 | ABC | 325 | 335 | 885 | 2.6 | 0 | 4,875 | nc | 4,388 | nc | — | 53 |
| Saint Louis Home/Garden (5/79) | 12 | PE | 20 | 8 | — | — | — | 875 | nc | 625 | nc | — | — |
| San Antonio Living | 3 | S(B) | 90 | - | — | — | — | 2,400 | 7 | 1,725 | 9 | — | 44 |
| School Guide | 1 | S | 175 | 3 | — | — | — | — | — | 2,376 | nb | R | 37 |
| Scouting | 6 | ABC | 1,000 | 1,018 | 3,200 | 3.2 | 0 | 7,450 | 10 | 4,750 | 10 | — | 60 |
| Southern Accents | 4 | S | 45 | 35 | 135 | 3.0 | — | 1,750 | 6 | 1,100 | 9 | — | 55 |
| Sparetime Furniture Projects | 1 | S | — | 51 | — | — | — | 1,555 | 15 | 925 | 15 | — | — |
| St. Petersburg Times Floridian | 52 | ABC | 248 | 337 | 595 | 2.4 | 0 | 2,114 | nb | 1,861 | nb | — | 50 |
| Sunset: Ideas For Improving Your Home | 2 | PE | — | — | — | — | — | 3,661 | 15 | 2,441 | 15 | R | 47 |
| Sunset: Joy of Gardening | 1 | PE | — | — | — | — | — | 3,661 | 15 | 2,441 | 15 | R | 72 |
| Teacher | 9 | ABC | — | 239 | — | — | — | 3,750 | nc | 2,950 | nc | — | 60 |
| Texas Homes | 6 | ABC | 70 | 70 | 252 | 3.6 | 0 | 2,535 | 10 | 1,690 | 10 | — | 50 |
| Today's Animal Health | 6 | S | — | 30 | 180 | 6.0 | 0 | 1,275 | nc | 780 | nc | — | 88 |
| Today's Homes—Plans & Ideas | 4 | — | — | — | — | — | — | 2,025 | — | 1,425 | — | — | — |
| Today's Living | 12 | S | — | 378 | — | — | — | — | 10 | — | 10 | — | 50 |
| Tulsa Home/Garden | 12 | S | 7 | 7 | 28 | 4.0 | 0 | 875 | nc | 625 | nc | — | 50 |
| Vegetarian Times | 6 | S | — | 38 | 100 | 2.4 | 0 | 1,550 | 15 | 850 | 15 | — | 66 |

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| Arabian Horse World | 12 | S | 24 | 23 | — | — | — | 365 | — | 260 | — | — | 23 |
| The Blood-Horse | 52 | ABC | 15 | 15 | 50 | 3.0 | 0 | 770 | 10 | 480 | 10 | Z | 40 |
| The Chronicle of the Horse | 52 | ABC | 17 | 18 | 36 | 2.0 | 0 | 750 | 10 | 400 | 10 | — | 52 |
| Classic | 6 | S | 100 | 104 | 865 | 8.7 | 0 | 3,565 | 15 | 2,375 | 15 | — | 60 |
| Equus | 12 | ABC | 150 | 128 | — | — | 0 | 2,543 | 10 | 1,643 | 10 | — | 73 |
| Horse Lover's National Magazine | 12 | PE | 96 | — | 288 | 3.0 | — | 1,183 | nc | 825 | nc | — | — |
| Horse Play | 11 | S(A) | 23 | 23 | 64 | 2.8 | 0 | 500 | nc | 300 | nc | — | — |
| Horse, of Course | 12 | S | 128 | 127 | 529 | 4.1 | 0 | 1,804 | nc | 1,100 | nc | — | 50 |
| The Horsetrader | 12 | S | 27 | 27 | 100 | 4.0 | — | 494 | nb | 294 | nb | — | — |
| Official American Horseman | 6 | S | 101 | 101 | — | — | — | 1,439 | nc | 759 | nc | — | — |
| Pet News | 6 | S | 33 | 15 | 115 | 3.5 | 0 | 1,490 | nc | 995 | nc | — | 65 |
| Practical Horseman | 12 | ABC | 30 | 45 | — | — | — | 735 | nc | 540 | nc | — | 56 |
| The Quarter Horse Journal | 12 | ABC | 71 | 73 | — | — | 0 | 900 | nc | 700 | nc | — | 37 |
| Rodeo News | 11 | S | 10 | 10 | 47 | 4.7 | — | 975 | nc | 600 | nc | — | 70 |
| Saddle & Bridle | 11 | S | 6 | 6 | — | — | — | — | — | 420 | nc | — | 50 |
| Voice of the Tennessee Walking Horse | 12 | S | — | 4 | 13 | 3.0 | — | 612 | nc | 312 | nc | — | 39 |
| The Western Horseman | 12 | ABC | 175 | 179 | 595 | 3.3 | 0 | 2,940 | nc | 1,600 | nc | Z | 53 |

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| Air California Magazine | 12 | S | 300 | — | 300 | 9.0 | 0 | 1,410 | nc | 980 | nc | — | 45 |
| Air Group One (5 titles) | — | S | 1,005 | — | 3,533 | 3.5 | T,(0) | 25,194 | 3 | 19,503 | 3 | * | 55 |
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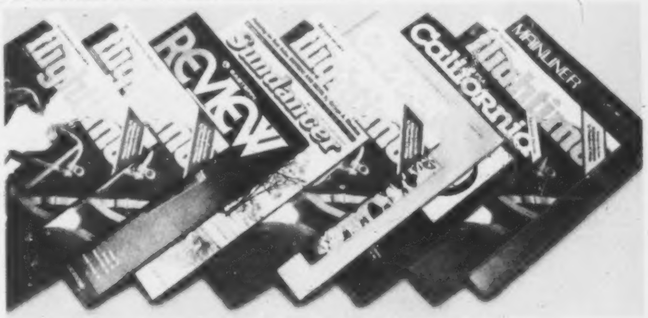
| Airborne | 6 | S | 500 | — | — | — | 0 | 1,610 | nc | 1,135 | nc | — | 52 |
| Alaskafest (Alaska Airlines) | 12 | S | — | — | 100 | 3.0 | — | 1,500 | nc | 1,300 | nc | — | 36 |
| Aloft (National Airlines)[1] | 6 | PE | 220 | — | 1,200 | — | — | 4,780 | nc | 3,795 | nc | — | — |
| American Way | 12 | PE | 250 | — | 1,061 | 4.1 | T,0 | 7,215 | 10 | 5,845 | 10 | — | 55 |
| Braniff's Flying Colors (Braniff) | 12 | PE | 166 | — | 1,200 | 7.2 | — | 4,300 | 20 | 3,500 | 20 | — | 50 |
| Continental Flightime | 12 | BPA | 78 | — | — | — | T | 2,560 | nc | 1,920 | nc | — | 46 |
| Delta Sky | 12 | PE | 214 | — | 3,000 | — | — | 6,900 | 20 | 5,500 | 20 | — | — |
| East/West Network, Inc. | 12 | BPA | 1,100 | — | 4,818 | 5.3 | 0 | 34,051 | nc | 25,544 | nc | R | 45 |
| Eastern Review | 12 | BPA | 300 | — | 842 | — | T,0 | 9,450 | nc | 7,090 | nc | — | 46 |
| Frontier Magazine | 6 | S | 72 | — | 407 | — | T | 2,745 | nc | 2,053 | nc | — | 48 |
| Hughes Airwest Sundancer | 12 | BPA | 58 | — | 275 | — | T | 2,430 | nc | 1,825 | nc | — | 40 |
| Latitude 20 (Hawaiian Airlines) | 12 | S | 50 | — | 350 | — | — | 1,415 | nc | 1,095 | nc | — | 55 |
| Ozark Flightime | 12 | BPA | 37 | — | — | — | T | 1,380 | nc | 1,035 | nc | — | 48 |
| Pan Am Clipper | 12 | BPA | 225 | — | 436 | 2.1 | 0 | 5,675 | nc | 4,255 | nc | — | 50 |
| Passages (Northwest Airlines) | 12 | S | 150 | — | 436 | 2.9 | T | 5,277 | nc | 3,595 | nc | — | 52 |
| PSA California | 12 | BPA | 70 | — | 411 | — | T | 3,305 | nc | 2,480 | nc | — | 44 |
| Scene (7/79) | 12 | S | 100 | — | 750 | 7.5 | — | 3,245 | nc | 2,495 | nc | R | 50 |
| Southern Flightime | 12 | BPA | 37 | — | — | — | T | 1,380 | nc | 1,035 | nc | — | 47 |
| Southwest Airlines Magazine | 12 | S | 35 | 1 | 500 | 14.3 | 0 | 2,000 | 10 | 1,400 | 10 | — | 60 |
| The Texas Flyer | 12 | BPA | 35 | — | 173 | 5.0 | — | 1,310 | nc | 985 | nc | — | — |
| TWA Ambassador | 12 | S | 300 | — | 1,268 | 4.2 | 0 | 7,975 | nc | 6,380 | nc | — | 58 |
| United Mainliner | 12 | BPA | 365 | — | 1,874 | 5.1 | T,0 | 11,445 | nc | 8,585 | nc | — | 46 |
| Western's World | 6 | PE | 250 | — | — | — | 0 | 4,450 | 15 | 3,500 | 15 | — | 48 |

[1] Will go to 12x frequency in 1980



vs. The Other 3.

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## Mechanics/Science/Electronics

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| Mechanics/Science/Electronics | Freq. | Audit source | Rate base (000) | Paid (000) | Total aud. (000) | Readers /copy | Aud. data | Rate ($) | Bleed (%) | Rate ($) | Bleed (%) | Split-run editions | % edit pgs |
| Alternative Sources of Energy | 6 | S | 9 | 9 | 13 | 1.5 | 0 | — | — | 315 | * | — | 82 |
| Astronomy | 12 | ABC | 87 | 92 | 186 | 2.0 | — | 1,600 | 20 | 935 | 20 | — | 75 |
| Budget Electronics | 1 | S | — | 41 | — | — | — | 1,905 | — | 1,050 | — | — | — |
| BYTE The Small Systems Journal | 12 | ABC | — | 130 | 212 | 1.5 | 0 | 2,530 | nc | 2,090 | nc | — | 53 |
| Car Stereo '80 (4/79) | 2 | PE(A) | — | — | — | — | — | 3,200 | nc | 2,200 | nc | — | 88 |
| CB Buyers Guide | 1 | S | — | 64 | — | — | — | 2,245 | 7 | 1,495 | 10 | — | — |
| CB Magazine | 12 | ABC | 140 | 140 | 280 | 2.0 | — | 4,420 | 10 | 3,400 | 10 | — | 51 |
| CB Radio/S9 | 12 | S | — | 158 | — | — | — | 3,420 | 4 | 2,785 | 5 | — | — |
| CB Times | 6 | PE | 150 | — | — | — | — | — | — | 750 | — | — | 67 |
| CB Yearbook | 1 | S | — | 77 | — | — | — | 2,245 | 7 | 1,495 | 10 | — | — |
| Communications World | 1 | S | — | 33 | — | — | — | — | — | 1,050 | nc | — | — |
| The Complete Buyer's Guide to Stereo/Hi Fi Equipment | 4 | PE(A) | 60 | 65 | — | — | 0 | 3,475 | nc | 2,475 | nc | — | 75 |
| Creative Computing | 12 | S(A) | 60 | 68 | 120 | 2.0 | — | 1,985 | nc | 1,400 | 15 | — | 70 |
| Electronics Hobbyist | 2 | S | — | 38 | — | — | — | 1,905 | 8 | 1,050 | 14 | — | — |
| Electronics Theory Handbook | 1 | S | — | 51 | — | — | — | 1,905 | 8 | 1,050 | 14 | — | — |
| Elementary Electronics | 6 | ABC | 210 | 223 | — | — | E | 3,670 | nc | 2,795 | nc | — | 51 |
| Ham Radio Horizons | 12 | S | 54 | 55 | 77 | 1.5 | — | 1,235 | nc | 820 | 4 | — | 60 |
| Ham Radio Magazine | 12 | S | 55 | 57 | 85 | 1.5 | — | 1,200 | nc | 950 | 4 | — | 55 |
| Hi-Fi Stereo Buyer's Guide | 6 | ABC | — | 39 | — | — | — | 2,275 | 7 | 1,540 | 10 | — | — |
| High Fidelity's Buying Guide to Speaker Systems | 1 | PE | — | — | — | — | — | 2,795 | 7 | 2,210 | 9 | — | — |
| High Fidelity's Buying Guide to Tape Systems | 1 | PE | — | — | — | — | — | 2,330 | 8 | 1,840 | 10 | — | — |
| High Fidelity's Test Reports | 1 | PE | — | — | — | — | — | 2,795 | 7 | 2,210 | 9 | — | — |
| Home Energy Digest/Wood Burning Quarterly | 4 | S | 30 | 30 | — | — | — | 1,045 | nc | 550 | nc | — | 50 |
| Kilobaud MICROCOMPUTING | 12 | PE | 81 | 80 | 122 | 1.5 | — | 1,895 | 10 | 1,495 | 10 | — | 50 |
| Mechanix Illustrated | 12 | ABC | 1,700 | 1,660 | 5,848 | 3.4 | S | 18,280 | 10 | 12,920 | 10 | R,S,M,Z,D,A | 40 |
| Oceans | 6 | S | 55 | 58 | 220 | 4.0 | 0 | 1,125 | nc | 825 | nc | — | 92 |
| Omni | 12 | PE | 750 | 750 | 3,000 | 4.0 | 0 | 16,170 | nc | 9,375 | nc | A | — |
| onComputing (5/79) | 4 | PE(A) | 50 | — | — | — | — | 1,820 | nc | 1,600 | nc | — | 75 |
| 101 Electronic Projects | 1 | S | — | 61 | — | — | — | 1,905 | 8 | 1,050 | 14 | — | — |
| Organic Gardening | 12 | S | 1,200 | 1,171 | 3,125 | 2.8 | T,O | 8,035 | nc | 5,540 | 10 | — | 57 |
| Personal Computing | 12 | PE | 30 | 27 | — | — | — | 1,850 | nc | 1,350 | nc | — | 65 |
| Popular Electronics | 12 | ABC | 415 | 415 | — | — | 0 | 9,160 | 4 | 6,485 | 5 | — | 50 |
| Popular Electronics Communications Handbook | 1 | — | — | — | — | — | — | 3,805 | 5 | 2,415 | 5 | — | — |
| Popular Electronics Electric Experimenters' Handbook | 1 | — | — | — | — | — | — | 3,995 | 5 | 2,480 | 5 | — | — |
| Popular Mechanics | 12 | ABC | 1,600 | 1,625 | 6,091 | 3.8 | S,T | 17,990 | 10 | 12,690 | 10 | R,S | 47 |
| Popular Science | 12 | ABC | 1,800 | 1,862 | 5,760 | 3.2 | 0 | 20,150 | 10 | 14,205 | 10 | R,S,M,Z | 46 |
| Science 80 | 6 | S | 250 | 250 | 875 | 3.5 | 0 | 4,500 | nc | 3,250 | nc | — | — |
| Science Digest | 12 | ABC | 150 | 152 | — | — | — | — | — | 940 | 15 | — | 90 |
| Science News | 52 | ABC | 165 | 176 | — | — | — | 2,395 | nc | 1,495 | nc | A | 80 |
| Scientific American | 12 | ABC | 575 | 692 | 2,512 | 3.6 | S,T,M,O | 13,200 | 15 | 8,800 | 15 | R | 60 |
| 73 Magazine | 12 | PE | 83 | 81 | 141 | 1.7 | — | 1,895 | 10 | 1,495 | 10 | — | 50 |
| Sky and Telescope | 12 | S | 75 | 74 | — | — | — | 1,370 | 10 | 920 | 15 | — | 56 |
| Solar Energy Handbook | 1 | S | 250 | — | 600 | 2.4 | — | 5,765 | nc | 3,340 | nc | — | 90 |
| Speakers '80 | 1 | PE(A) | — | — | — | — | — | 3,400 | nc | 2,400 | nc | — | 80 |
| Stereo & Hi-Fi Times | 1 | S | 82 | 81 | — | — | 0 | 1,330 | 10 | 890 | 10 | — | 80 |
| Stereo Magazine | 4 | ABC | 38 | 35 | — | — | — | 2,130 | 8 | 1,675 | 11 | — | 50 |
| Stereo Review | 12 | ABC | 525 | 505 | 1,700 | 3.3 | 0 | 15,585 | 5 | 11,990 | 5 | — | — |
| Stereo Review's Stereo Directory & Buying Guide | 1 | — | — | — | — | — | — | 6,810 | 5 | 4,685 | 5 | — | — |
| Times Mirror Magazine Network (5 titles) | 12 | ABC | 4,970 | 5,069 | 13,938 | 2.9 | T | 57,178 | — | 39,861 | — | — | — |

## Men's interests

| | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| AAU News | 12 | S | 17 | 16 | 59 | 3.5 | — | 1,125 | 10 | 750 | 10 | — | 70 |
| The American Handgunner | 6 | ABC | 85 | 86 | 516 | 6.0 | — | 1,270 | 10 | 820 | 10 | — | 60 |
| Bicycling | 9 | S | 110 | 114 | — | — | 0 | 2,155 | nc | 1,695 | 10 | — | 55 |
| Boys' Life | 12 | ABC | 1,550 | 1,621 | 6,645 | 4.1 | E | 11,900 | 10 | 8,500 | 10 | * | 67 |
| Campground & Trailer Park Guide | 1 | S | 350 | 394 | — | 3.0 | (E) | 3,900 | f | 3,300 | f | R | 72 |

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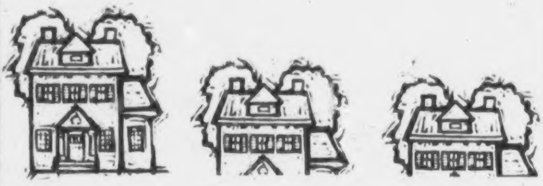

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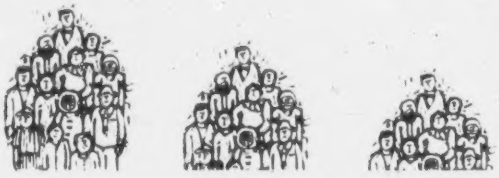

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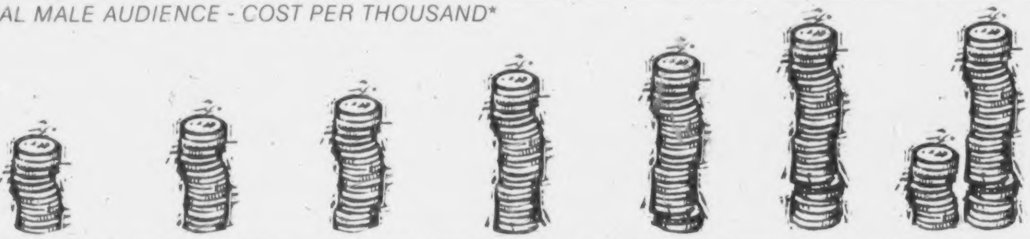

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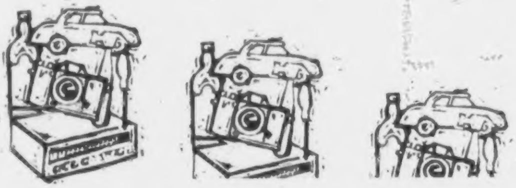

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| HOT ROD | 355,218 |
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| HOUSE BEAUTIFUL | 279,448 |
| NEWSWEEK | 252,434 |
| MECHANIX ILLUSTRATED | 249,887 |
| CAR CRAFT | 219,015 |

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| CB Magazine | 12 | ABC | 140 | 140 | 280 | 2.0 | — | 4,420 | 10 | 3,400 | 10 | — | 51 |
| Chic Magazine | 12 | ABC | 250 | 259 | 1,072 | 2.6 | T | 2,125 | nb | 1,500 | nb | — | 90 |
| The Country Gentleman | 4 | ABC | 200 | 204 | 345 | 1.7 | E | 2,995 | 10 | 1,995 | 10 | R | 54 |
| D.A.C. News | 9 | S | — | 4 | 12 | 3.0 | — | 910 | 15 | 455 | 15 | — | 38 |
| Diversion | 12 | BPA | 180 | — | — | — | — | 4,560 | nc | 3,150 | nc | D | 43 |
| Esquire Fortnightly | 25 | ABC | 650 | 664 | 3,008 | 4.6 | S,T | 13,400 | 15 | 8,950 | 15 | R,M | 61 |
| Field & Stream | 12 | ABC | 2,000 | 2,043 | 8,184 | 4.1 | S | 22,960 | 10 | 15,400 | 10 | R,S | 45 |
| Firehouse Magazine | 12 | ABC | 100 | 100 | 810 | 8.1 | O | 2,175 | nc | 1,575 | nc | R | 54 |
| Football News | 19 | S | 83 | 85 | 300 | 3.5 | O | 3,000 | nc | 1,450 | nc | — | 66 |
| Fore | 4 | S | 79 | 79 | 198 | 2.5 | O | 2,125 | nc | 1,425 | nc | — | 65 |
| Fur-Fish-Game | 12 | S | 190 | 196 | 800 | 4.0 | — | 17,00* | 10 | 1,220 | 10 | — | 55 |
| Gallery | 12 | ABC | 650 | 662 | 2,100 | 2.6 | T,(O) | 4,780 | nc | 3,185 | nc | — | 66 |
| Genesis | 12 | ABC | 400 | 440 | 1,440 | 3.3 | S,T | 3,000 | nc | 2,100 | nc | R | 80 |
| Gentlemen's Quarterly | 10 | ABC | 325 | 350 | 1,315 | 4.0 | O | 6,140 | 15 | 4,095 | 15 | — | 53 |
| Guns Magazine | 12 | S | 135 | 129 | 405 | 3.0 | — | 1,500 | 10 | 975 | 10 | — | 50 |
| Ham-Radio Horizons | 12 | S | 54 | 55 | 77 | 1.5 | — | 1,235 | nc | 820 | 4 | — | 60 |
| Ham Radio Magazine | 12 | S | 55 | 57 | 85 | 1.5 | — | 1,200 | nc | 950 | 4 | — | 55 |
| High Fidelity's Buying Guide to Speaker Systems | 1 | PE | — | — | — | — | — | 2,795 | 7 | 2,210 | 9 | — | — |
| High Fidelity's Test Reports | 1 | PE | — | — | — | — | — | 2,795 | 7 | 2,210 | 9 | — | — |
| Hustler | 12 | ABC | 1,500 | 1,508 | 4,837 | 2.6 | T | 11,250 | nb | 7,500 | nb | — | 81 |
| In Touch For Men | 6 | S | 65 | 57 | 260 | 4.0 | O | 950 | nc | 800 | nc | — | 65 |
| Kiwanis | 10 | ABC | 278 | 278 | 478 | 1.7 | T,O | 2,770 | nc | 1,550 | nc | R,S,Z,A | 75 |
| Lakeland Boating | 12 | S | 28 | 23 | — | — | — | 1,500 | nb | 950 | 10 | R | 53 |
| Lens' On Campus (2/79) | 4 | PE | 57 | — | — | 3.0 | — | 2,445 | nc | 1,750 | nc | — | — |
| Mechanix Illustrated Home Improvements | 2 | PE | 300 | — | — | — | — | 3,950 | 10 | 2,835 | 10 | — | 82 |
| Men | 12 | S | 150 | 150 | — | — | — | — | — | 700 | 15 | — | 77 |
| Motor Boating & Sailing | 12 | ABC | 132 | 132 | 1,008 | 7.6 | S,T,O | 3,790 | nc | 2,480 | nc | — | 42 |
| Muscle Digest | 6 | S | 54 | 81 | 247 | 3.0 | O | 685 | nc | 480 | nc | — | 55 |
| National Lampoon | 12 | ABC | 550 | 569 | 2,641 | 4.6 | T | 8,000 | 10 | 5,400 | 10 | R | 65 |
| Off-Road | 12 | ABC | — | 138 | 525 | 3.8 | — | 3,450 | 10 | 2,331 | 10 | R | — |
| Official Detective Group (5 titles) | 12 | PE | 900 | — | 2,520 | 2.8 | — | 2,725 | 15 | 1,200 | nb | R | 71 |
| Ohio Motorist | — | PE | 250 | — | 1,456 | 5.2 | — | 3,505 | nb | 3,105 | nb | — | 65 |
| 1001 Truck & Van Ideas | 12 | S | 55 | 55 | — | — | O | 1,395 | 10 | 795 | 10 | R,S | 70 |
| OUI | 12 | ABC | 850 | 906 | 3,118 | 3.5 | T | 9,200 | 5 | 5,850 | 5 | R,S,M,T | 84 |
| Outdoor Life | 12 | ABC | 1,700 | 1,752 | 5,598 | 3.3 | S,T,O | 19,800 | 10 | 13,900 | 10 | R | 47 |
| PAG (Petersen Action Group) (10 titles)[1] | 12 | ABC | 3,445 | — | 11,775 | — | S,O | 61,374 | 10 | 38,359 | 10 | R | — |
| Penthouse | 12 | ABC | 4,500 | 4,613 | 7,902 | 2.2 | S,T | 31,085 | nc | 20,700 | nc | R,S,M,T | 68 |
| Pimienta Magazine | 12 | S | 120 | 134 | 250 | 1.8 | — | — | — | 275 | — | — | 84 |
| Playboy | 12 | ABC | 4,700 | 5,248 | 18,423 | 4.2 | T | 41,370 | 10 | 29,540 | 10 | R,M | 61 |
| Pleasure Boating | 12 | S | 40 | 4 | 135 | 3.5 | — | 1,655 | — | 1,280 | — | — | 46 |
| Popular Electronics Communications Handbook | 1 | — | — | — | — | — | — | 3,805 | 5 | 2,415 | 5 | — | — |
| Popular Electronics Electric Experimenters' Handbook | 1 | — | — | — | — | — | — | 3,995 | 5 | 2,480 | 5 | — | — |
| Popular Hot Rodding | 12 | ABC | — | 292 | 1,022 | 3.5 | — | 4,820 | 10 | 3,020 | 10 | R,S | — |
| Popular Mechanics | 12 | ABC | 1,600 | 1,625 | 6,091 | 3.8 | S,T | 17,990 | 10 | 12,690 | 10 | R,S | 47 |
| Popular Photography | 12 | ABC | 825 | 820 | — | — | O | 23,585 | nc | 17,920 | 7.5 | — | — |
| Popular Photography's 35mm Photography | 3 | — | — | — | — | — | — | 5,870 | 15 | 3,605 | 15 | — | — |
| Popular Photography's Color Photography | 1 | — | — | — | — | — | — | 4,465 | 15 | 2,740 | 15 | — | — |
| Popular Photography's How-To Guide | 3 | — | — | — | — | — | — | 3,615 | 15 | 3,145 | 15 | — | — |
| Popular Photography's Photo Directory & Buying Guide | 1 | — | — | — | — | — | — | 6,605 | 15 | 4,050 | 15 | — | — |
| Popular Photography's Photography Annual | 1 | — | — | — | — | — | — | 7,135 | 15 | 4,380 | 15 | — | — |
| The Rotarian | 12 | ABC | 450 | 457 | 1,000 | 2.2 | T | 3,925 | nc | 2,775 | nc | — | 70 |
| Science News | 52 | ABC | 165 | 176 | — | — | — | 2,395 | nc | 1,495 | nc | A | 80 |
| Shooting Times | 12 | ABC | 173 | 173 | — | — | O | 2,475 | nc | 1,650 | nc | — | 55 |
| Snow Goer | 5 | VAC | 1,000 | 55 | 3,600 | — | E | 16,930 | nc | 11,970 | 10 | R | 60 |
| Sound Trax | 6 | PE | 100 | 100 | 500 | 5.0 | O | 2,190 | 7 | 1,650 | 9 | — | — |
| Sport Magazine | 12 | ABC | 1,200 | 1,269 | 3,310 | 2.6 | S,T,E | 14,560 | nc | 9,975 | nc | R,S,M,X,T | 53 |

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| Sport Trucking | 12 | S | — | 55 | 316 | 5.8 | — | 1,395 | 10 | 795 | 10 | R,S | — |
| The Sporting News | 52 | ABC | — | 360 | 3,352 | 9.3 | T | 3,404 | — | 2,279 | — | — | 70 |
| Sports & Recreation | 6 | S | 35 | 35 | 105 | 3.0 | 0 | 650 | nc | 525 | nc | — | 61 |
| Sports Illustrated | — | ABC | 2,250 | 2,271 | 12,67[illegible] | 5.5 | [illegible] | 40,405 | 15 | 25,900 | 15 | R,S,M,Z,T | 47 |
| Sports Wise | 6 | PE | 30 | 15 | 90 | [illegible] | — | 800 | nc | 500 | nc | — | 66 |
| Spray | 8 | S | 43 | 43 | 211 | 4.8 | 0 | 1,320 | nc | 888 | nc | — | 50 |
| Super Chevy | 6 | S | — | 58 | 192 | 3.3 | — | 1,530 | 10 | 900 | 10 | S | — |
| Trains | 12 | ABC | 68 | 68 | 156 | 2.3 | 0 | 1,442 | f | 859 | f | — | 78 |
| VW & Porsche | 6 | S | — | 52 | 209 | 4.0 | — | 1,935 | 10 | 1,290 | 10 | R,S | — |
| Western Outdoor News | 50 | S | — | 76 | 334 | 4.4 | 0 | 1,450 | nc | 1,000 | nc | R,S | — |
| Western Outdoors | 11 | ABC | — | 126 | 542 | 4.3 | 0 | 1,890 | 10 | 1,290 | 10 | — | — |
| Woodall's RV Buyer's Guide | 1 | — | — | — | — | — | — | 3,495 | 15 | 2,695 | 15 | — | — |
| Woodall's Trailer & RV Travel | 12 | ABC | — | 284 | 795 | 2.8 | — | 4,045 | 15 | 3,295 | 15 | R | — |
| Workbench | 6 | ABC | 600 | 596 | 1,600 | 2.7 | T | 5,380 | nc | 3,835 | nc | — | 44 |
| Ziff-Davis Magazine Network (7 titles) | 12 | ABC | 3,555 | 3,581 | 12,624 | 3.0 | S,T | 61,580 | nc | 41,530 | 10 | — | — |
| **Military** | | | | | | | | | | | | | |
| Air Force Times | 52 | ABC | 117 | 117 | 632 | 5.4 | — | 5,800 | nb | 2,925 | nb | R | 55 |
| American History Illustrated | 10 | S | 160 | 160 | 496 | 3.1 | 0 | 2,375 | nb | 1,900 | nb | — | — |
| Army Times | 52 | ABC | 143 | 143 | 772 | 5.4 | — | 5,800 | nb | 2,925 | nb | R | 55 |
| Army Times Military Group (4 titles) | 52 | ABC | 350 | 350 | 1,900 | 5.4 | — | 8,860 | nc | 5,985 | nc | R | 48 |
| British History Illustrated | 12 | S | 70 | 72 | 196 | 2.8 | 0 | 1,485 | nb | 1,100 | nb | — | 85 |
| Civil War Times Illustrated | 10 | S | 100 | 99 | 260 | 2.6 | 0 | 1,625 | nb | 1,300 | nb | — | 81 |
| Eagle & Swan | 6 | S | 100 | 100 | 350 | 3.5 | — | 3,900 | 10 | 2,900 | 10 | — | 60 |
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| Ladycom | 8 | BPA | [illegible] | — | 1,200 | 3.0 | — | 7,900 | nc | 6,500 | nc | R | 53 |
| Navy Times | 52 | ABC | 90 | 90 | 486 | 5.4 | — | 4,720 | nb | 1,845 | nb | R | 54 |
| Paraplegia News | 12 | S | 18 | 18 | 45 | 2.5 | — | 1,152 | 15 | 702 | 15 | — | 63 |
| The Retired Officer | 12 | S | 265 | 260 | — | — | — | 2,575 | nc | 1,850 | nc | — | 76 |
| Sergeants | 12 | S | 107 | 110 | 239 | 2.0 | — | 1,500 | nc | 900 | nc | — | 75 |
| **National merchandise catalogs** | | | | | | | | | | | | | |
| Montgomery Ward General Catalogs | 3 | S | 6,800 | — | 30,185 | 4.4 | E,O | 40,800 | nc | 40,800 | nc | R | — |
| Montgomery Ward Sale Catalogs | 13 | S | 6,800 | — | 30,185 | 4.4 | E,O | 51,000 | nc | 51,000 | nc | R | — |
| Organizations (9/79) | 2 | PE | — | — | — | — | — | — | — | 2,500 | — | — | — |
| Simplicity School Catalog | 2 | PE | 56 | — | 7,500 | — | 0 | 6,735 | nc | 5,566 | nc | — | 99 |
| **News** | | | | | | | | | | | | | |
| The Advocate | 24 | ABC | 68 | 68 | 434 | 4.0 | 0 | 1,793 | nb | 893 | nb | — | 47 |
| The Asia Mail | 12 | S | 30 | — | 60 | 2 | 0 | — | — | 1,150 | nb | — | 70 |
| Atlas World Press Review | 12 | ABC | 120 | 120 | 360 | 3.0 | E | 2,134 | nc | 1,494 | nc | T | 72 |
| Book Digest | 12 | ABC | 1,000 | 1,003 | 4,212 | 4.2 | 0 | 12,500 | nc | 9,000 | nc | R | 82 |
| The Christian Science Monitor | M-F | ABC | 165 | 169 | 1,179 | [illegible] | 0 | 4,460 | nb | 2,460 | nb | R | 72 |
| Cleveland Plain Dealer's Sunday Magazine | 52 | ABC | — | 453 | 1,141 | 2.5 | 0 | 4,300 | nb | 3,600 | nb | — | 41 |
| Conservative Digest | 12 | PE | 97 | — | — | — | — | 1,500 | 10 | 1,200 | 10 | — | 80 |
| Encore American & Worldwide News | 24 | S | 150 | 150 | 750 | 5.0 | 0 | 5,240 | 10 | 3,745 | 10 | — | 67 |
| Jet | 52 | ABC | 700 | 678 | 4,343 | 6.2 | T | 6,305 | nc | 3,826 | nc | — | — |
| Look Magazine (2/79) | 26 | PE | 600 | — | — | — | — | 8,400 | 10 | 6,600 | 10 | — | — |
| Ms. Magazine | 12 | ABC | 500 | 510 | 1,609 | 3.2 | S,T | 7,925 | nb | 5,910 | nb | R,S | 60 |
| The New Republic | 48 | ABC | 80 | 80 | 240 | 3.0 | E | 2,400 | nc | 1,460 | nc | — | 81 |
| New West | 26 | ABC | 290 | 306 | 1,200 | 4.0 | T | 7,495 | 15 | 4,835 | 15 | R | — |
| New York Times Magazine | 52 | ABC | — | 1,413 | 4,379 | 3.1 | S,T,M | 12,765 | 10 | 8,450 | 10 | — | 33 |
| Newsweek | 52 | ABC | 2,900 | 2,959 | 17,973 | 6.1 | S,T,O | 45,665 | 15 | 29,275 | 15 | R,S,M,Z,D,T | 44 |

| | | Circulation | | | Audience | | | Page rates (1x) | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | | | | 4/C | | B/W | | | |
| **News** CONTINUED | Freq. | Audit source | Rate base (000) | Paid (000) | Total aud. (000) | Readers /copy | Aud. data | Rate ($) | Bleed (%) | Rate ($) | Bleed (%) | Split-run editions | % edit pgs |
| Soho Weekly News | 52 | PE | — | — | — | — | 0 | 1,345 | nb | 895 | nb | Z | — |
| The Sporting News | 52 | ABC | — | 360 | 3,352 | 9.3 | T | 3,404 | — | 2,279 | — | — | 70 |
| Sports Illustrated | — | ABC | 2,250 | 2,271 | 12,670 | 5.5 | 0 | 40,405 | 15 | 25,900 | 15 | R,S,M,Z,T | 47 |
| Time Magazine | 52 | ABC | 4,250 | 4,311 | 21,109 | 4.8 | S,M | 63,845 | 15 | 40,960 | 15 | R,S,M,Z,D,T | 44 |
| Time-B | 26 | ABC | 1,550 | 1,637 | — | — | E | 34,865 | 15 | 22,350 | 15 | — | 70 |
| Time-Big Time | 26 | PE | 2,700 | 2,903 | — | — | E | 43,670 | 15 | 27,995 | 15 | — | — |
| Time-College Student | 7 | ABC | 500 | 457 | — | — | — | 13,275 | 15 | 8,510 | 15 | — | — |
| Time-Doctors' | 17 | ABC | 135 | 156 | — | — | E | 6,220 | 15 | 3,990 | 15 | — | — |
| Time-Elite | 17 | ABC | 435 | 507 | — | — | E | 14,800 | 15 | 9,490 | 15 | — | — |
| Time-Exurban | 26 | PE | 1,550 | 1,685 | — | — | E | 23,125 | 15 | 14,825 | 15 | — | — |
| Time-T | 26 | ABC | 300 | 351 | — | — | E | 13,490 | 15 | 8,650 | 15 | — | — |
| Time-Z | 26 | ABC | 1,200 | 1,178 | — | — | E | 30,490 | 15 | 19,545 | 15 | — | — |
| U.S. News & World Report | 51 | ABC | 2,000 | 2,101 | 9,426 | 4.4 | S,O | 31,250 | 15 | 19,800 | 15 | R,S,M,D,T | 61 |
| US | 26 | ABC | 850 | 800 | 5,369 | 6.3 | S | 8,330 | 15 | 6,500 | 15 | R,T | 70 |
| The Village Voice | 52 | ABC | 152 | 152 | 358 | 2.4 | S | 4,204 | nc | 2,904 | nc | — | — |
| The Wall Street Journal (Eastern Edition) | M-F | ABC | 593 | 593 | — | — | — | — | — | 14,101 | — | — | 37 |
| The Wall Street Journal (Midwest Edition) | M-F | ABC | 452 | 452 | — | — | — | — | — | 11,366 | — | — | 43 |
| The Wall Street Journal (National Edition) | M-F | ABC | 1,493 | 1,493 | 4,140 | 2.8 | S,E,M,O | — | — | 36,266 | — | R | — |
| The Wall Street Journal (Southwest Edition) | M-F | ABC | 284 | 284 | — | — | — | — | — | 4,049 | — | A | 44 |
| The Wall Street Journal (Western Edition) | M-F | ABC | 164 | 164 | — | — | — | — | — | 7,068 | — | — | 43 |
| **Newspaper distributed magazines** | | | | | | | | | | | | | |
| Akron Beacon Journal's Beacon Magazine | 52 | ABC | 216 | 216 | — | — | — | 2,259 | nc | 1,818 | nc | A | — |
| All In Style | 10 | S | 1,200 | — | — | — | — | 19,200 | nc | 14,405 | nc | M | 50 |
| Atlanta Journal & Constitution Magazine | 52 | ABC | — | 537 | — | — | 0 | 5,077 | nc | 4,285 | nc | * | 50 |
| Baltimore Sun | 52 | ABC | — | 364 | 917 | 2.5 | 0 | 3,794 | nc | 2,852 | nc | — | 46 |
| Boston Globe's New England Magazine | 52 | ABC | — | 694 | — | — | 0 | 6,243 | — | 4,863 | — | * | 50 |
| Boston Herald American's Sunday Magazine | 52 | ABC | — | 352 | 971 | 2.8 | 0 | 4,230 | nc | 3,600 | nc | A | 53 |
| Chicago Sun-Times' Chicago Style | 52 | ABC | — | 720 | 2,348 | 3.3 | 0 | 7,740 | nb | 6,137 | nb | A | 40 |
| Chicago Tribune Magazine | 52 | ABC | — | 1,158 | 2,611 | 2.3 | 0 | 12,144 | * | 10,049 | * | — | — |
| Chicago Tribune TV Week | 52 | ABC | — | 1,158 | 2,611 | 2.3 | 0 | 6,931 | * | 5,406 | * | — | — |
| Cleveland Plain Dealer's Sunday Magazine | 52 | ABC | — | 453 | 1,141 | 2.5 | 0 | 4,300 | nb | 3,600 | nb | — | 41 |

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U.S.News
& WORLD REPORT

| **Newspaper distributed magazines** CONTINUED | Freq. | Circulation | | | Audience | | | Page rates (1x) | | | | Split-run editions | % edit pgs |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | | | | 4/C | | B/W | | | |
| | | Audit source | Rate base (000) | Paid (000) | Total aud. (000) | Readers /copy | Aud. data | Rate ($) | Bleed (%) | Rate ($) | Bleed (%) | | |
| Dallas Morning News' Scene Magazine | 52 | ABC | — | 337 | — | — | 0 | 3,110 | nb | 2,560 | nb | — | 40 |
| Dallas Times Herald's Sunday Magazine | 52 | ABC | — | 338 | 1,148 | 3.4 | T,0 | 3,120 | nb | 2,560 | nb | M | 28 |
| Detroit Free Press' Detroit Magazine | 52 | ABC | 717 | 717 | 1,865 | 2.6 | 0 | 5,918 | nb | 5,262 | nb | R,A | 40 |
| Detroit News Magazine | 52 | ABC | — | 828 | — | — | 0 | — | — | 7,130 | 8240 | — | 50 |
| Family Weekly | 52 | ABC | 11,900 | 11,900 | 24,712 | 2.2 | S,0 | 72,470 | nc | 63,630 | nc | R,S,M,T | 35 |
| Houston Chronicle's Texas Roto Magazine | 52 | ABC | — | 418 | — | — | — | 3,585 | nc | 2,985 | nc | T | 39 |
| Indianapolis Star Magazine | 52 | ABC | — | 356 | — | — | 0 | 3,485 | nc | 2,785 | nc | — | 50 |
| Los Angeles Herald Examiner's California Living | 52 | ABC | — | 814 | 326 | 2.5 | 0 | 4,462 | — | 3,562 | — | — | 57 |
| Los Angeles Times' Home Magazine | 52 | ABC | — | 1,345 | 2,555 | 1.9 | 0 | 13,900 | nc | 10,350 | nc | R,A | — |
| Metropolitan Sunday[1] | 52 | ABC | 21,734 | 21,734 | 48,073 | 2.3 | S | 170,574 | nb | 140,212 | nb | — | — |
| Miami Herald's Tropic Magazine | 52 | ABC | 525 | 525 | 1,207 | 2.3 | 0 | 6,419 | nc | 5,248 | nc | — | 44 |
| Midwest Roto | 12 | S | 650 | 651 | — | — | — | 13,663 | nb | 11,688 | nb | — | 50 |
| Milwaukee Journal's Insight Magazine | 52 | ABC | 533 | 533 | — | — | 0 | 5,795 | nb | 4,595 | nb | — | 50 |
| Minneapolis Tribune's Picture Magazine | 52 | ABC | — | 607 | — | — | 0 | 5,383 | — | 4,495 | — | — | — |
| New York Daily News Magazine Section | 52 | ABC | 2,585 | 2,585 | 5,142 | 2.0 | 0 | 20,895 | nc | 17,775 | nc | R | 45 |
| New York Times Magazine | 52 | ABC | — | 1,413 | 4,379 | 3.1 | S,T,M | 12,765 | 10 | 8,450 | 10 | — | 33 |
| Newsday's LI Magazine | 52 | ABC | — | 519 | — | — | — | 4,524 | — | 3,897 | — | — | — |
| Parade | 52 | ABC | 21,218 | 21,218 | 42,437 | 2.0 | — | 137,600 | nb | 111,945 | nb | RSMZDXT | 40 |
| Philadelphia Bulletin's Discover | 26 | ABC | — | 649 | — | — | 0 | 6,410 | nc | 5,220 | nc | — | 50 |
| Philadelphia Inquirer's Today | 52 | ABC | — | 854 | 1,812 | 2.1 | 0 | 8,310 | nb | 6,900 | nb | — | — |
| Pittsburgh Press Roto Magazine | 52 | ABC | — | 667 | 1,734 | 2.6 | 0 | 6,220 | — | 5,120 | — | A | 45 |
| San Francisco Examiner's California Living | 52 | ABC | 663 | 663 | 1,695 | 2.5 | 0 | 7,395 | — | 5,199 | nb | — | 49 |
| San Gabriel Valley Tribune's Weekender | 52 | ABC | — | 71 | — | — | — | 1,899 | — | 819 | — | — | — |
| San Jose Mercury-News' California Today | 52 | ABC | 254 | 254 | — | 2.2 | 0 | 2,549 | nc | 1,875 | nc | — | 40 |
| Sarasota Herald Tribune's Florida West | 52 | ABC | 81 | 81 | 196 | 2.3 | 0 | 970 | nb | 720 | nb | — | 60 |
| Seattle Post-Intelligencer's P-I Northwest Magazine | 52 | ABC | — | 239 | 598 | 2.5 | 0 | 2,438 | — | 2,108 | — | — | 40 |
| Seattle Post-Intelligencer's Sunday Woman (5/79) | 52 | ABC | — | 239 | 598 | 2.5 | — | 25,80* | — | 20,80* | — | — | — |
| Seattle Times Roto Section | 52 | ABC | — | 328 | — | — | 0 | 3,065 | nc | 2,530 | nc | — | — |
| St. Louis Globe Democrat's Sunday Magazine | 52 | ABC | — | 272 | 598 | 2.2 | 0 | 2,976 | nb | 2,424 | nb | A | 45 |
| St. Louis Post Dispatch Sunday Pictures | 52 | ABC | — | 449 | — | — | 0 | 4,773 | nc | 3,988 | nc | A | 50 |
| St. Petersburg Times Floridian | 52 | ABC | 248 | 337 | 595 | 2.4 | 0 | 2,114 | nb | 1,861 | nb | — | 50 |
| Tacoma News-Tribune's Sunday Magazine | 52 | ABC | — | 108 | — | — | — | 1,337 | nc | 1,057 | nc | — | — |
| UpCountry | 12 | ABC | 421 | 421 | 905 | 2.2 | — | 7,880 | nb | 5,155 | nb | — | 60 |
| Washington Post Magazine | 52 | ABC | — | 822 | 1,760 | 2.2 | 0 | 6,580 | nb | 5,431 | nb | D | 36 |
| Washington Star's Home/Life | 52 | ABC | — | 317 | — | — | 0 | 3,300 | nc | 2,688 | nc | — | 50 |
| **Photography** | | | | | | | | | | | | | |
| American Photographer | 12 | ABC | 100 | 199 | 417 | 3.0 | — | 3,600 | 15 | 2,400 | 15 | — | 75 |
| Art/World | 10 | S | 26 | 3 | 52 | 2.0 | — | — | — | 1,500 | nb | — | 80 |
| Camera 35 | 12 | ABC | — | 103 | — | — | — | 2,950 | nc | 1,790 | nc | — | 83 |
| Darkroom Photography (3/79) | 8 | PE | 50 | 25 | 200 | 4.0 | — | 2,888 | 15 | 1,771 | 15 | — | — |
| Lens' On Campus (2/79) | 4 | PE | 57 | — | — | 3.0 | — | 2,445 | nc | 1,750 | nc | — | — |
| Modern Photography | 12 | ABC | 600 | 610 | 1,830 | 3.0 | — | 18,615 | nc | 14,055 | 10 | — | 38 |
| Photographic Magazine[2] | 12 | ABC | 260 | 244 | 1,176 | 5.4 | S,0 | 6,655 | 10 | 4,160 | 10 | — | — |
| Popular Photography | 12 | ABC | 825 | 820 | — | — | 0 | 23,585 | nc | 17,920 | 7.5 | — | — |
| Popular Photography's 35mm Photography | 3 | — | — | — | — | — | — | 5,870 | 15 | 3,605 | 15 | — | — |
| Popular Photography's Color Photography | 1 | — | — | — | — | — | — | 4,465 | 15 | 2,740 | 15 | — | — |
| Popular Photography's How-To Guide | 3 | — | — | — | — | — | — | 3,615 | 15 | 3,145 | 15 | — | — |
| Popular Photography's Photo Directory & Buying Guide | 1 | — | — | — | — | — | — | 6,605 | 15 | 4,050 | 15 | — | — |
| Popular Photography's Photography Annual | 1 | — | — | — | — | — | — | 7,135 | 15 | 4,380 | 15 | — | — |
| Portfolio (4/79) | 6 | S(A) | — | — | — | — | — | 2,800 | 10 | 1,900 | 10 | — | — |
| PSA Journal | 12 | S | 18 | 18 | 74 | 4.0 | 0 | 1,405 | nc | 760 | nc | — | 87 |
| Super-8 Filmaker | 8 | PE | 45 | — | 225 | 5.0 | 0 | 2,888 | 15 | 1,771 | 15 | — | — |
| Wilderness Camping | 6 | S | 98 | 98 | 256 | 2.6 | 0 | 2,090 | 12 | 1,700 | 15 | — | 60 |

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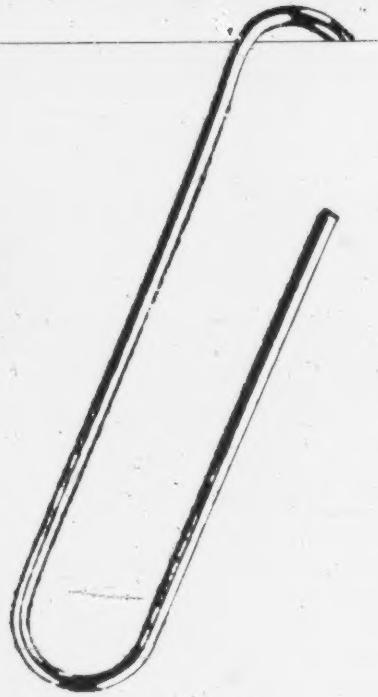

| Best CPM | Circulation | Full-page 4-C | CPM |
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| THE NEW YORK TIMES MAGAZINE | 1,435,330 | $14,040 | $ 9.78 |
| New York Magazine | 400,350 | 10,150 | 25.35 |
| The New Yorker | 498,128 | 12,000 | 24.09 |

| Best audience | $25,000+ household income readers | College graduate readers | Manager/ professional readers |
|---|---|---|---|
| THE NEW YORK TIMES MAGAZINE | 1,683,000 | 1,795,000 | 1,666,000 |
| New York Magazine | 511,000 | 539,000 | 609,000 |
| The New Yorker | 1,204,000 | 1,251,000 | 1,129,000 |

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Sources: Simmons 1978/79; SRDS May, 1979.

## Political/Social issues

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| | | | | | | | | 4/C | | B/W | | | |
| Political/Social issues | Freq. | Audit source | Rate base (000) | Paid (000) | Total aud. (000) | Readers /copy | Aud. data | Rate ($) | Bleed (%) | Rate ($) | Bleed (%) | Split-run editions | % edit pgs |
| Africa Report | 6 | PE | 10 | 10 | — | — | — | 1,365 | 10 | 780 | 10 | — | 92 |
| America | 46 | S | 35 | 36 | 126 | 3.6 | 0 | — | — | 560 | 10 | — | 87 |
| American Opinion | 11 | PE | 33 | 31 | — | — | — | 1,375 | 15 | 975 | 15 | — | 3 |
| Appalachia Bulletin | — | S | 22 | 21 | 66 | 3.0 | 0 | 838 | nc | 438 | nc | — | 88 |
| Appalachia Journal | 2 | S | 22 | 21 | 66 | 3.0 | 0 | 838 | nc | 438 | nc | — | 88 |
| The Asia Mail | 12 | S | 30 | — | 60 | 2 | 0 | — | — | 1,150 | nb | — | 70 |
| Audubon | 6 | S | 300 | 325 | 1,118 | 3.4 | 0 | 6,480 | nc | 4,320 | nc | R | 78 |
| Commentary | 12 | S | 54 | 50 | — | — | — | 2,080 | nc | 1,150 | nc | — | 70 |
| The Commonweal | 26 | S | 23 | 20 | — | — | — | — | — | 495 | 10 | — | — |
| Conservative Digest | 12 | PE | 97 | — | — | — | — | 1,500 | 10 | 1,200 | 10 | — | 80 |
| The Crisis | 10 | S | 104 | 104 | 105 | — | 0 | 2,800 | 10 | 1,800 | 10 | — | 85 |
| East West Journal | 12 | S | 50 | 50 | 215 | 4.3 | 0 | 1,455 | nb | 930 | nb | — | 60 |
| Elected Public Official (1/79) | 6 | PE | 60 | 20 | — | — | — | 2,400 | nc | 1,700 | nc | — | — |
| Foreign Affairs | 5 | PE | 70 | 69 | 206 | 3.0 | E | 2,875 | nc | 1,725 | nc | — | 85 |
| Government Executive | 12 | BPA | 67 | 1 | 275 | 4.0 | 0 | 3,890 | nc | 2,900 | nc | — | 55 |
| Human Events | 52 | S | 65 | 65 | — | — | (0) | 987 | nc | 900 | nc | — | 80 |
| Leadership Network (8 titles) | * | ABC | 600 | 609 | 1,800 | 3.0 | E | 11,287 | nc | 8,071 | nc | — | 70 |
| National Review | 26 | ABC | 90 | 89 | 288 | 3.2 | 0 | 2,475 | 10 | 1,650 | 10 | — | 65 |
| The Nation | 52 | S | 35 | 35 | 175 | 5.0 | — | — | — | 660 | * | — | — |
| The New Republic | 48 | ABC | 80 | 80 | 240 | 3.0 | E | 2,400 | nc | 1,460 | nc | — | 81 |
| Outdoor America | 6 | S | 50 | 49 | 149 | 3.0 | — | 950 | nc | 600 | nc | — | 80 |
| Political Science Quarterly | 4 | S | 11 | 11 | — | — | — | — | — | 180 | — | — | 94 |
| Politics Today | 6 | S | 150 | 151 | 611 | 3.2 | E | 3,300 | nc | 2,550 | nc | — | 65 |
| Psychology Today | 12 | ABC | 1,175 | 1,179 | 4,143 | 3.6 | S,T,O | 20,990 | nc | 15,540 | 10 | R,S,T | — |
| Retirement Life | 12 | S | 300 | 311 | 775 | 2.5 | — | — | — | 1,750 | 2 | — | 60 |
| Saturday Review | 24 | ABC | 525 | 532 | 1,406 | 2.6 | S,T | 6,750 | 10 | 4,900 | 10 | R,D | 67 |
| Sierra | 6 | PE | 180 | 178 | 270 | 1.5 | 0 | 2,350 | nc | 1,950 | nc | — | — |
| Sunset Magazine | 12 | ABC | 1,225 | 1,372 | 3,569 | 2.7 | T | 16,131 | 15 | 11,590 | 15 | R,T | 38 |
| The Village Voice | 52 | ABC | 152 | 152 | 358 | 2.4 | S | 4,204 | nc | 2,904 | nc | — | — |
| Washington Report | 48 | PE | 350 | 350 | — | — | E | — | — | 3,660 | nb | — | — |

## Religion

| Religion | Freq. | Audit source | Rate base (000) | Paid (000) | Total aud. (000) | Readers /copy | Aud. data | 4/C Rate ($) | 4/C Bleed (%) | B/W Rate ($) | B/W Bleed (%) | Split-run editions | % edit pgs |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| A.D. | 10 | ABC | — | 300 | 1,885 | 6.0 | T | 2,500 | nc | 2,100 | nc | — | 76 |
| America | 46 | S | 35 | 36 | 126 | 3.6 | 0 | — | — | 560 | 10 | — | 87 |
| Biblical Archaeology Review | 6 | S | 37 | 37 | | — | 0 | 900 | — | 450 | — | — | 86 |
| Campus Life | 10 | ABC | 210 | 219 | 700 | 3.2 | 0 | 2,415 | 10 | 1,925 | 10 | — | 68 |
| Catholic Digest | 12 | ABC | 550 | 543 | — | — | 0 | 2,987 | nc | 2,393 | nc | — | 70 |
| The Christian Century | 43 | PE | 29 | 29 | — | — | — | — | — | 475 | 10 | — | 66 |
| Christian Herald | 11 | S | 270 | 269 | 700 | 2.6 | 0 | 2,750 | 10 | 2,425 | 10 | — | 50 |
| Christian Life | 12 | S | 90 | 81 | 225 | 2.5 | 0 | 1,605 | nc | 1,355 | nc | — | 63 |
| The Christian Ministry | 6 | S | — | 10 | 12 | 1.3 | — | — | — | 255 | — | — | 80 |
| Christianity Today | 22 | ABC | 175 | 175 | 420 | 2.2 | 0 | 2,140 | nc | 1,795 | nc | — | 62 |
| The Church Herald | 26 | S | 73 | 73 | 150 | 2.0 | (0) | — | — | 720 | nb | — | 84 |
| The Episcopalian | 12 | S | 285 | 294 | — | — | — | 2,900 | nb | 2,000 | nb | — | 60 |
| Eternity | 12 | S | 50 | 52 | 130 | 2.6 | — | 993 | nc | 693 | nc | Z | 64 |
| Faith at Work | 8 | S | 29 | 29 | 88 | 2.9 | 0 | 850 | 10 | 600 | 10 | — | 66 |
| Interfaith Network (8 titles) | * | ABC | 3,066 | 3,066 | — | — | 0 | 20,288 | 10 | 16,482 | 10 | — | 67 |
| Jacob's List (40 titles) | — | S | 1,991 | 1,991 | — | — | — | — | — | 16,,052 | nb | — | 90 |
| Life & Health | 12 | PE | 75 | 90 | 250 | 3.0 | — | * | — | 1,328 | nc | — | 88 |
| The Lutheran | 22 | ABC | 590 | 580 | 1,000 | 2.0 | — | 3,830 | nc | 2,620 | nc | — | 83 |
| The Lutheran Standard | 21 | S | 550 | 552 | 561 | — | — | — | nc | 2,200 | nc | — | 62 |
| Moody Monthly | 11 | S | 300 | 267 | 720 | 2.4 | 0 | 3,025 | nc | 2,725 | nc | R,A | 58 |
| National Jewish Monthly | — | ABC | 197 | 193 | 500 | 2.5 | 0 | 2,625 | nc | 1,625 | nc | — | 50 |
| Our Sunday Visitor | 52 | S | 325 | 339 | 1,049 | 3.1 | 0 | 3,188 | nb | 2,550 | nb | R | 60 |
| Presbyterian Survey | 12 | S | 119 | 119 | — | — | — | 1,442 | nc | 916 | nc | Z | 88 |
| Your Church | 6 | VAC | 188 | — | 470 | 2.5 | — | 4,050 | nc | 3,390 | nc | R,S,Z | 49 |

|  |  | Circulation |  |  | Audience |  |  | Page rates (1x) |  |  |  |  |  |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
|  |  |  |  |  |  |  |  | 4/C |  | B/W |  |  |  |
| **Romance/Fan** | Freq. | Audit source | Rate base (000) | Paid (000) | Total aud. (000) | Readers /copy | Aud. data | Rate ($) | Bleed (%) | Rate ($) | Bleed (%) | Split-run editions | % edit pgs |
| Complete Women's Group (4 Titles) | 6 | PE | 600 | 622 | — | — | — | — | — | 1,600 | 10 | — | 50 |
| Ideal Fan Group (6 titles) | 12 | ABC | 560 | 400 | — | — | — | * | nc | 2,585 | nc | — | — |
| Ideal Romance Group (2 titles) | 12 | ABC | 220 | 220 | — | — | — | * | — | 870 | — | — | — |
| Ideal Women's Group (8 titles) | 12 | ABC | 800 | 619 | — | — | — | * | nc | 3,024 | nc | — | — |
| Intimate Story | — | ABC | 110 | 108 | — | — | — | * | — | 567 | — | — | — |
| KMR Woman's Group (3 titles) | — | ABC | 600 | 513 | — | — | — | 3,835 | nc | 3,000 | nc | — | 77 |
| Macfadden Women's Group (8 titles) | 12 | ABC | 3,150 | 3,197 | 12,787 | 4.0 | — | 23,805 | nb | 18,330 | 5 | A | — |
| Movie Life | 12 | ABC | 80 | 102 | — | — | — | * | nc | 480 | nc | — | — |
| Movie Stars | 12 | ABC | 80 | 54 | — | — | — | * | nc | 480 | nc | — | — |
| Personal Romances | 12 | ABC | 110 | 111 | — | — | — | * | nc | 567 | nc | — | — |
| Photoplay | 11 | ABC | 350 | 943 | 788 | 2.4 | T | 3,000 | nc | 2,310 | 5 | A | 69 |
| Screen Stories | 12 | ABC | 80 | 54 | — | — | — | * | nc | 480 | nc | — | — |
| Soap Box | 12 | PE(A) | 250 | 200 | 950 | 3.8 | 0 | 3,400 | nb | 2,650 | nb | — | — |
| Talk Magazine | 12 | S | 180 | — | 4,140 | 2.3 | S | 7,800 | nc | 6,200 | nc | R,S,M,Z,T | 75 |
| Tiger Beat | 12 | ABC | 500 | 501 | 1,753 | 3.5 | 0 | 3,900 | nc | 2,495 | nc | R,S,M | 80 |
| TV Dawn to Dusk | 12 | ABC | 80 | 55 | — | — | — | * | nc | 480 | nc | — | — |
| TV Radio Talk | 12 | ABC | 80 | 49 | — | — | — | * | nc | 480 | nc | — | — |
| TV Star Parade | 12 | ABC | 80 | 53 | — | — | — | * | nc | 480 | nc | — | — |
| **Rural living** |  |  |  |  |  |  |  |  |  |  |  |  |  |
| The Country Gentleman | 4 | ABC | 200 | 204 | 345 | 1.7 | E | 2,995 | 10 | 1,995 | 10 | R | 54 |
| Country Journal, Blair & Ketchum's | 12 | ABC | 200 | 162 | 780 | 3.9 | 0 | 4,948 | 15 | 3,300 | 15 | T | 60 |
| Farm Journal | 14 | ABC | 1,325 | 1,411 | — | — | — | 28,950 | nc | 20,535 | nc | R,S,Z,D | 50 |
| Grier's Almanac | 1 | VAC | 3,000 | 2,713 | — | — | — | — | — | 7,450 | nb | — | — |
| Horticulture Magazine | 12 | ABC | 159 | 159 | 646 | 4.0 | 0 | 3,070 | f | 2,050 | 10 | — | 50 |
| Midwest Unit Farm Publications (6 titles) | * | ABC | 732 | 706 | 2,123 | 2.9 | — | 20,180 | nc | 15,455 | nc | — | — |
| The Moon Sign Book | 1 | PE | 200 | — | 600 | 3.0 | — | — | — | 750 | nb | — | 83 |
| Old Farmer's Almanac | 1 | S | 2,400 | 2,400 | 6,456 | 2.7 | 0 | — | — | 3,800 | nb | — | 62 |
| Old Moore's Astrological Almanack | 1 | PE | 200 | 200 | — | — | — | — | — | 419 | nc | — | 88 |
| Prairie Farmer | 23 | ABC | 236 | 223 | 684 | 2.9 | — | 6,844 | nc | 5,244 | nc | R,D,A | 40 |
| Progressive Farmer | 12 | ABC | 900 | 958 | 3,065 | 3.2 | 0 | 17,035 | nc | 12,075 | nc | — | 45 |
| Successful Farming | 13 | ABC | 750 | 753 | 1,738 | 2.3 | 0 | 16,640 | nc | 12,050 | nc | R,S,Z,D,T | 49 |
| Vegetarian Times | 6 | S | — | 38 | 100 | 2.4 | 0 | 1,550 | 15 | 850 | 15 | — | 66 |
| The Western Horseman | 12 | ABC | 175 | 179 | 595 | 3.3 | 0 | 2,940 | nc | 1,600 | nc | Z | 53 |
| **Senior citizens** |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Catholic Digest | 12 | ABC | 550 | 543 | — | — | 0 | 2,987 | nc | 2,393 | nc | — | 70 |
| 50 Plus | 12 | ABC | 160 | 160 | 480 | 3.0 | 0 | 2,905 | 10 | 2,130 | 10 | R | 62 |
| Interfaith Network (8 titles) | * | ABC | 3,066 | 3,066 | — | — | 0 | 20,288 | 10 | 16,482 | 10 | — | 67 |
| New England Senior Citizen | 12 | PE | 50 | 8 | 100 | 2.0 | 0 | — | — | 1,008 | nb | R,S | 50 |
| Prevention | 12 | S | 2,000 | 2,147 | 4,113 | 2.0 | T,0 | 18,880 | nc | 10,745 | 10 | R | 57 |
| Retirement Life | 12 | S | 300 | 311 | 775 | 2.5 | — | — | — | 1,750 | 2 | — | 60 |
| Senior American News | 12 | PE | 35 | 5 | 70 | 2.0 | 0 | 1,458 | nc | 1,008 | nc | R,S | 50 |
| Senior Golfer | 6 | PE | 10 | 10 | 25 | 2.5 | — | 400 | nc | 250 | nc | — | 82 |
| **Society** |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Classic | 6 | S | 100 | 104 | 865 | 8.7 | 0 | 3,565 | 15 | 2,375 | 15 | — | 60 |
| Club Living | 7 | S | 52 | — | 104 | 2.0 | (0) | 1,950 | 15 | 1,500 | 15 | — | 50 |
| Equus | 12 | ABC | 150 | 128 | — | — | 0 | 2,543 | 10 | 1,643 | 10 | — | 73 |
| Palm Beach Life Magazine | 12 | S | 13 | 11 | — | — | — | 1,206 | 10 | 898 | 10 | — | 56 |
| Palm Springs Life Magazine | 12 | S | 66 | 31 | 263 | 4.0 | 0 | 2,000 | nc | 1,600 | nc | — | 50 |
| Park Avenue Social Review | 12 | S | 9 | — | — | — | — | 980 | 15 | 485 | 15 | — | 40 |
| Pure-bred Dogs/American Kennel Gazette | 12 | ABC | 42 | 42 | — | — | 0 | 1,200 | nc | 560 | nc | R,Z | 95 |

## Society CONTINUED

| | | Circulation | | | Audience | | | Page rates (1x) | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Freq. | Audit source | Rate base (000) | Paid (000) | Total aud. (000) | Readers /copy | Aud. data | 4/C Rate ($) | 4/C Bleed (%) | B/W Rate ($) | B/W Bleed (%) | Split-run editions | % edit pgs |
| Realites | 12 | S(A) | 40 | 42 | 328 | 8.2 | 0 | 2,700 | 10 | 1,800 | 10 | — | — |
| Symbol, for the friends of Rolls Royce, Riva, Ferrari (12/78) | 4 | S | 50 | — | 250 | 5.0 | — | 9,000 | — | — | — | — | — |
| Town & Country | 12 | ABC | — | 183 | 1,437 | 7.9 | T,E,M | 6,300 | 20 | 4,850 | 20 | — | 49 |
| Washington Dossier | 12 | VAC | 42 | — | 150 | 2.8 | 0 | 1,695 | nc | 1,180 | nc | — | 50 |
| **Sports** | | | | | | | | | | | | | |
| AAU News | 12 | S | 17 | 16 | 59 | 3.5 | — | 1,125 | 10 | 750 | 10 | — | 70 |
| ACC Basketball Handbook | 1 | S | 100 | 100 | 400 | 4 | 0 | 3,385 | 10 | 2,079 | 10 | S | 78 |
| American Field | 52 | S | 14 | — | 45 | 3.0 | — | — | — | 528 | — | — | 54 |
| The American Handgunner | 6 | ABC | 85 | 86 | 516 | 6.0 | — | 1,270 | 10 | 820 | 10 | — | 60 |
| American Motorcyclist | 12 | ABC | 110 | 111 | 234 | 2.0 | (E) | 2,125 | nc | 1,600 | nc | — | 63 |
| American Shotgunner | 12 | PE | 183 | 183 | 400 | 2.0 | — | 1,800 | nc | 1,275 | 10 | — | 55 |
| American Soccer | 6 | PE | 300 | — | 999 | 3.1 | 0 | 5,400 | nc | 3,600 | nc | R,T | 60 |
| Athletic Journal | 10 | ABC | 38 | 38 | — | — | — | 1,575 | nc | 875 | nc | R | 50 |
| Backpacking Journal | 4 | PE | 50 | 50 | — | — | — | 1,995 | nc | 1,595 | 15 | — | 83 |
| Baseball Digest | 12 | ABC | 225 | 242 | 650 | 3.0 | — | 1,775 | 15 | 1,175 | 15 | — | 75 |
| Basketball Digest | 8 | S | — | 131 | 405 | 3.0 | — | 1,025 | 15 | 675 | 15 | — | 80 |
| Basketball Weekly | 19 | S | 45 | 44 | 150 | 3.1 | — | 2,200 | nc | 800 | nc | — | 65 |
| Bay & Delta Yachtsman | 12 | S | 17 | 17 | 34 | 2.0 | — | 940 | nb | 670 | nb | — | 46 |
| Bicycling | 9 | S | 110 | 114 | — | — | 0 | 2,155 | nc | 1,695 | 10 | — | 55 |
| The Big Eight | 1 | PE | 85 | 85 | 569 | 6.7 | 0 | 2,195 | nb | 1,755 | nb | — | 81 |
| The Blood-Horse | 52 | ABC | 15 | 15 | 50 | 3.0 | 0 | 770 | 10 | 480 | 10 | Z | 40 |
| Bowhunter Magazine | 6 | S | 100 | 77 | 399 | 4.0 | 0 | 1,312 | nc | 875 | nc | — | — |
| Boys' Life | 12 | ABC | 1,550 | 1,621 | 6,645 | 4.1 | E | 11,900 | 10 | 8,500 | 10 | * | 67 |
| Classic | 6 | S | 100 | 104 | 865 | 8.7 | 0 | 3,565 | 15 | 2,375 | 15 | — | 60 |
| The College Game[1] | 14 | S | 6,236 | 5,339 | — | — | — | * | nc | 131,000 | nc | — | — |
| Equus | 12 | ABC | 150 | 128 | — | — | 0 | 2,543 | 10 | 1,643 | 10 | — | 73 |
| Far West Ski News | 14 | PE | 33 | 34 | 88 | 2.5 | — | 1,710 | nb | 1,260 | nb | — | 50 |
| Field & Stream | 12 | ABC | 2,000 | 2,043 | 8,184 | 4.1 | S | 22,960 | 10 | 15,400 | 10 | R,S | 45 |
| Fishing World | 6 | S | 220 | 252 | 606 | 2.4 | E | 1,890 | 10 | 1,450 | 10 | — | 55 |
| Florida Sportsman | 12 | S | 74 | 50 | 222 | 3.0 | — | 815 | nc | 635 | nc | — | 52 |
| Football Digest | 10 | ABC | 200 | 223 | 600 | 3.0 | — | 1,525 | 15 | 1,000 | 15 | — | 75 |
| Football News | 19 | S | 83 | 85 | 300 | 3.5 | 0 | 3,000 | nc | 1,450 | nc | — | 66 |
| Fore | 4 | S | 79 | 79 | 198 | 2.5 | 0 | 2,125 | nc | 1,425 | nc | — | 65 |
| Gambling Times | 12 | PE | 35 | 32 | 97 | 3.0 | 0 | 2,000 | nc | 1,500 | nc | — | 64 |
| Golf Digest | 12 | ABC | 960 | 944 | 2,141 | 2.4 | S,T,M | 19,225 | 15 | 12,815 | 15 | R | 48 |
| Golf Magazine | 12 | ABC | 700 | 724 | 2,207 | 3.5 | T | 13,920 | 15 | 9,275 | 15 | — | 52 |
| Golf World | 45 | S | — | 48 | — | — | — | 2,260 | 10 | 1,369 | 10 | — | 56 |
| Guns Magazine | 12 | S | 135 | 129 | 405 | 3.0 | — | 1,500 | 10 | 975 | 10 | — | 50 |
| Hockey Digest | 8 | S | 125 | 130 | 390 | 3.0 | — | 1,025 | 15 | 675 | 15 | — | 80 |
| The Hockey News | 37 | S | 110 | 101 | 385 | 3.5 | 0 | 1,600 | nb | 965 | nb | R | — |
| Hockey Pictorial | 8 | S | — | 27 | — | — | — | 873 | nb | 373 | nb | R | — |
| Horse Lover's National Magazine | 12 | PE | 96 | — | 288 | 3.0 | — | 1,183 | nc | 825 | nc | — | — |
| Horse Play | 11 | S(A) | 23 | 23 | 64 | 2.8 | 0 | 500 | nc | 300 | nc | — | — |
| The Horsetrader | 12 | S | 27 | 27 | 100 | 4.0 | — | 494 | nb | 294 | nb | — | — |
| Hunting Dog Magazine | 12 | S | 29 | 29 | 117 | 4.1 | 0 | 850 | 10 | 520 | 10 | — | 66 |
| Inside Kung-Fu | 12 | PE | 40 | 40 | 90 | 2.2 | — | 1,050 | 10 | 600 | 10 | — | 69 |
| Motor Boating & Sailing | 12 | ABC | 132 | 132 | 1,008 | 7.6 | S,T,O | 3,790 | nc | 2,480 | nc | — | 42 |
| Muscle Digest | 6 | S | 54 | 81 | 247 | 3.0 | 0 | 685 | nc | 480 | nc | — | 55 |
| National Directory of College Athletics (men's edition) | 1 | S | 10 | 8 | 40 | 4.0 | — | 590 | nc | 350 | nc | — | 79 |
| National Directory of College Athletics (women's edition) | 1 | S | 5 | 4 | 15 | 3.0 | — | 490 | nc | 240 | nc | — | 76 |
| Nordic World | 7 | S | 30 | 31 | 114 | 3.5 | 0 | 975 | nc | 650 | nc | — | 75 |
| Northwest Skier | 20 | S | 15 | 14 | 45 | 3.0 | — | 750 | nb | 700 | nb | — | 65 |

[1] Consists of 258 college publications.

|  |  | Circulation |  |  | Audience |  |  | Page rates (1x) |  |  |  |  |  |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
|  |  |  |  |  |  |  |  | 4/C |  | B/W |  |  |  |
| **Sports** CONTINUED | Freq. | Audit source | Rate base (000) | Paid (000) | Total aud. (000) | Readers /copy | Aud. data | Rate ($) | Bleed (%) | Rate ($) | Bleed (%) | Split-run editions | % edit pgs |
| Off Belay Magazine | 6 | PE | 9 | 8 | — | — | — | — | — | 300 | 10 | — | 73 |
| Official Magazine of 13th Olympic Winter Games—Lake Placid 1980 | 1 | PE | 2,000 | 2,000 | 10,000 | 5.1 | 0 | 44,500 | 10 | 44,500 | 10 | — | — |
| Paddle World | 6 | PE | 16 | — | 50 | — | — | 975 | nc | 675 | nc | — |  |
| Pleasure Boating | 12 | S | 40 | 4 | 135 | 3.5 | — | 1,655 | — | 1,280 | — | — | 46 |
| Pro Football Weekly | 30 | PE | 85 | 85 | 238 | 2.8 | 0 | 1,350 | — | 950 | — | — | 83 |
| Racquet | 6 | S(A) | 50 | 30 | 175 | 3.7 | 0 | 1,450 | nc | 975 | nc | — | 70 |
| Racquetball Illustrated | 6 | S(A) | 100 | 100 | 330 | 3.0 | 0 | 2,105 | nc | 1,405 | nc | — | 69 |
| Rider | 12 | ABC | — | 73 | 210 | 2.9 | — | 2,335 | 15 | 1,735 | 15 | — | 46 |
| Road Rider | 12 | S | 35 | 31 | 181 | 6.0 | 0 | 1,313 | nc | 863 | nc | — | 60 |
| Rodeo News | 11 | S | 10 | 10 | 47 | 4.7 | — | 975 | nc | 600 | nc | — | 70 |
| RollerSkating Magazine | 6 | PE | — | — | — | — | — | 1,220 | nc | 875 | nc | — | 70 |
| Runner's World | 12 | ABC | 325 | 335 | 885 | 2.6 | 0 | 4,875 | nc | 4,388 | nc | — | 53 |
| The Runner | 12 | PE | 85 | 91 | — | — | 0 | 2,525 | 15 | 1,685 | 15 | — | 72 |
| Saddle & Bridle | 11 | S | 6 | 6 | — | — | — | — | — | 420 | nc | — | 50 |
| Scholastic Coach | 10 | ABC | 40 | 32 | 240 | 6.0 | — | 1,740 | 10 | 895 | 19 | — | 36 |
| Senior Golfer | 6 | PE | 10 | 10 | 25 | 2.5 | — | 400 | nc | 250 | nc | — | 82 |
| Skateboarder | 12 | S | — | 141 | 1,142 | 8.1 | — | 2,575 | nc | 1,750 | nc | — | 46 |
| Ski | 7 | ABC | 400 | 414 | 1,401 | 3.6 | T | 9,710 | 6 | 7,070 | 8 | R | 48 |
| Ski Magazine's Guide to Cross Country Skiing | 1 | S | 235 | — | 940 | 4.0 | 0 | 4,945 | 5 | 3,295 | 5 | — | 60 |
| Ski X-C | 1 | S | 160 | — | — | 2.6 | 0 | 2,850 | 12 | 1,950 | 15 | — | 60 |
| Skier | 8 | PE | 25 | 30 | 105 | 3.5 | — | — | — | 1,000 | — | — | 60 |
| Skiers Almanac | 1 | S | 100 | 25 | 375 | 3.8 | — | 3,515 | 10 | 2,990 | 10 | — | 58 |
| Skiing | 7 | ABC | 475 | 484 | — | 6.0 | — | 11,535 | 5 | 8,495 | 5 | R | 42 |

**tri·week·ly**/trī-ˈwē-klē /*adj*: occurring or appearing every three weeks; *esp*: publication of a new issue every three weeks. Exclusive with Family Circle for faster impact, better timing, greater flexibility for advertisers. *Syn*: seventeen issues a year.

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Jack Nicklaus

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|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | | | | 4/C | | B/W | | | |
| **Sports** CONTINUED | Freq. | Audit source | Rate base (000) | Paid (000) | Total aud. (000) | Readers /copy | Aud. data | Rate ($) | Bleed (%) | Rate ($) | Bleed (%) | Split-run editions | % edit pgs |
| Skin Diver[1] | | ABC | 165 | 166 | 599 | 4.4 | S | 4,480 | nc | 2,800 | nc | — | — |
| Snow Goer | 5 | VAC | 1,000 | 55 | 3,600 | — | E | 16,930 | nc | 11,970 | 10 | R | 60 |
| Soccer Digest | 6 | S | 65 | 65 | 190 | 2.9 | — | 850 | 15 | 500 | 15 | — | 80 |
| Soccer Monthly (1/79) | 11 | S | 15 | 8 | 25 | 1.7 | 0 | 1,170 | nc | 750 | nc | — | — |
| Sport Magazine | 12 | ABC | 1,200 | 1,269 | 3,310 | 2.6 | S,T,E | 14,560 | nc | 9,975 | nc | R,S,M,X,T | 53 |
| The Sporting News | 52 | ABC | — | 360 | 3,352 | 9.3 | T | 3,404 | — | 2,279 | — | — | 70 |
| Sports Afield | 12 | ABC | 500 | 572 | 2,974 | 5.0 | S | 7,000 | 10 | 5,000 | 10 | S | 53 |
| Sports Illustrated | — | ABC | 2,250 | 2,271 | 12,670 | 5.5 | 0 | 40,405 | 15 | 25,900 | 15 | R,S,M,Z,T | 47 |
| Sports Wise | 6 | PE | 30 | 15 | 90 | 3.0 | — | 800 | nc | 500 | nc | — | 66 |
| Spray | 8 | S | 43 | 43 | 211 | 4.8 | 0 | 1,320 | nc | 888 | nc | — | 50 |
| Street & Smith's Baseball Yearbook | 1 | PE | — | — | — | — | 0 | 2,500 | 20 | 1,515 | 20 | — | 80 |
| Street & Smith's Basketball Yearbook | 1 | PE | — | — | — | — | — | 2,100 | 20 | 1,125 | 20 | — | 80 |
| Street & Smith's College Football Yearbook | 1 | PE | — | — | — | — | — | 2,500 | 20 | 1,515 | 20 | — | 65 |
| Street & Smith's Pro Football Yearbook | 1 | PE | — | — | — | — | 0 | 2,500 | 20 | 1,515 | 20 | — | 69 |
| Surfing Magazine | 12 | PE | 112 | 112 | 800 | 8.0 | — | 1,610 | nc | 1,050 | nc | — | 55 |
| Swimming World | 12 | S | 41 | 41 | 160 | 4.0 | 0 | 1,152 | 5 | 702 | 7 | — | 50 |
| Tennis | 12 | ABC | 440 | 427 | 1,738 | 4.0 | T,M | 8,995 | 15 | 5,995 | 15 | R | 50 |
| Tennis U.S.A. (6/79) | 24 | PE | 125 | — | — | — | 0 | — | — | 2,350 | nb | — | 50 |
| Texas Coach | 9 | PE | 9 | 9 | 9 | — | — | 520 | 10 | 225 | 10 | — | 75 |
| Times Mirror Magazine Network (5 titles) | 12 | ABC | 4,970 | 5,069 | 13,938 | 2.9 | T | 57,178 | — | 39,861 | — | — | — |
| Track & Field News | 12 | S | 27 | 32 | 150 | 5.0 | 0 | 1,035 | nc | 540 | nc | — | 66 |
| Velo-news | 18 | S | 8 | 7 | 13 | 1.8 | 0 | 860 | nb | 360 | nb | — | 75 |
| Volleyball Magazine | 6 | S | 55 | 55 | 198 | 3.6 | — | 1,300 | nc | 900 | nc | — | 67 |
| The Water Skier | 7 | S | 21 | 20 | 60 | 3.0 | — | 705 | nc | 405 | nc | — | 53 |
| The Western Horseman | 12 | ABC | 175 | 179 | 595 | 3.3 | 0 | 2,940 | nc | 1,600 | nc | Z | 53 |
| The Woman Bowler | 10 | S | 146 | 136 | 689 | 5.0 | — | 1,280 | 16 | 530 | 9 | — | 78 |
| Women's Sports | 12 | PE | 50 | — | 250 | 5.0 | 0 | 1,395 | nc | 895 | nc | — | — |
| World Tennis | 12 | ABC | 335 | 345 | 1,700 | 5.0 | S,(E) | 6,895 | 15 | 4,600 | 15 | R | 54 |
| X-Country Runner/Skier | 10 | PE | 10 | 37 | — | — | — | 1,150 | nc | 800 | nc | — | 60 |
| Young Athlete | 6 | S | 90 | 116 | 765 | 6.6 | — | 2,175 | nc | 1,500 | nc | — | 80 |
| Youth Soccer Magazine | 12 | PE(A) | — | 150 | — | 3.0 | 0 | 3,150 | nc | 2,450 | nc | — | 25 |
| **Travel** | | | | | | | | | | | | | |
| AAA Midwest Pub. Group (8 titles) | 6 | S | — | 1,315 | 3,250 | — | 0 | 10,574 | nc | 8,637 | nc | S | — |
| AAA Tourbooks (23 Titles) | 1 | PE(B) | 22,222 | — | — | — | 0 | * | 10 | * | 10 | R | — |
| Adventure Travel | 12 | S | 100 | 103 | 350 | 3.0 | 0 | 2,800 | nc | 2,000 | nc | — | 70 |
| American MAP/International | 6 | S | 50 | 50 | — | — | — | 1,750 | 5 | 1,250 | 5 | — | 66 |
| American MAP/Los Angeles (5/79) | 4 | PE | 25 | — | — | — | — | 800 | 5 | 700 | 5 | — | — |
| American MAP/San Francisco (4/79) | 4 | PE | 25 | — | — | — | — | 800 | 5 | 700 | 5 | — | — |
| Americana | 6 | ABC | 250 | 247 | 1,000 | 4 | 0 | 4,500 | 15 | 3,000 | 15 | Z | 60 |
| Auto Club News | 6 | S | 1,200 | 1,200 | 2,000 | — | (E) | 7,875 | — | 5,694 | nc | — | 65 |
| Campground & Trailer Park Guide | 1 | S | 350 | 394 | — | 3.0 | (E) | 3,900 | f | 3,300 | f | R | 72 |
| Carte Blanche Magazine | 6 | ABC | 711 | 606 | — | — | 0 | 5,400 | nc | 4,050 | nc | A | 41 |
| Chicago Elegance (12/79) | 1 | PE | 30 | — | 5,000 | — | 0 | 3,100 | 10 | 2,500 | 10 | — | — |
| Cruises & Tours Everywhere | 12 | S | — | 54 | — | — | — | — | — | 350 | 10 | — | 58 |
| Diversion | 12 | BPA | 180 | — | — | — | — | 4,560 | nc | 3,150 | nc | D | 43 |
| Down East | 12 | S | 70 | 70 | 250 | 3.6 | 0 | 1,920 | 10 | 1,540 | 10 | — | 50 |
| Finger Lakes Travel Guide | 1 | S | 60 | 5 | — | — | — | 760 | 15 | 620 | 15 | — | — |
| Ford's Freighter Travel Guide | 2 | S | 12 | 12 | 60 | 5.0 | — | 720 | 10 | 420 | 10 | — | — |
| Ford's International Cruise Guide | 4 | S | 12 | 12 | 60 | 5.0 | — | 875 | 10 | 500 | 10 | — | — |
| GEO (5/79) | 12 | S(A) | 100 | 100 | 200 | 2.0 | — | 4,000 | nc | 4,000 | nc | — | 87 |
| Gourmet | 12 | ABC | 650 | 656 | 2,030 | 3.1 | T,M | 11,500 | 15 | 6,500 | 15 | — | 60 |
| Gulfshore Life Magazine | 7 | PE | 16 | — | — | — | — | 900 | 10 | 700 | 10 | — | 45 |

[1] Rate base not guaranteed.

## Travel CONTINUED

| | | Circulation | | | Audience | | | Page rates (1x) | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Travel CONTINUED | Freq. | Audit source | Rate base (000) | Paid (000) | Total aud. (000) | Readers /copy | Aud. data | 4/C Rate ($) | 4/C Bleed (%) | B/W Rate ($) | B/W Bleed (%) | Split-run editions | % edit pgs |
| The Happy Wanderer | 4 | PE | 140 | — | — | — | — | — | — | 693 | nb | — | — |
| Lakeland Boating | 12 | S | 28 | 23 | — | — | — | 1,500 | nb | 950 | 10 | R | 53 |
| Leisureguide—Boston | 1 | S | — | — | 2,597 | — | 0 | 4,675 | nc | 3,340 | nc | — | 65 |
| Leisureguide—Chicago | 1 | S | — | — | 5,961 | — | 0 | 4,895 | nc | 3,495 | nc | — | 65 |
| Leisureguide—Florida Gold Coast | 1 | S | — | — | 3,300 | — | 0 | 4,895 | nc | 3,495 | nc | — | 65 |
| Leisureguide—Houston | 1 | S | — | — | 1,774 | — | 0 | 4,675 | nc | 3,340 | nc | — | 65 |
| Leisureguide—Louisville | 1 | S | — | — | 1,551 | — | — | 4,675 | nc | 3,340 | nc | — | 65 |
| Leisureguide—Myrtle Beach, S.C. | 1 | S | — | — | 3,156 | — | 0 | 4,675 | nc | 3,340 | nc | — | 65 |
| Leisureguide—Philadelphia | 1 | S | — | — | 2,407 | — | 0 | 4,675 | nc | 3,340 | nc | — | 65 |
| Leisureguide—Tampa/St. Petersburg | 1 | S | — | — | 2,236 | — | 0 | 4,675 | nc | 3,340 | nc | — | 65 |
| Michigan Living/AAA Motor News | 12 | ABC | 785 | 785 | 1,250 | 1.5 | 0 | 5,100 | nc | 4,130 | nc | R,Z | 56 |
| The Milepost | 1 | PE | — | 64 | 270 | 4.0 | 0 | 1,875 | 10 | 1,320 | 10 | — | 71 |
| Minnesota AAA Motorist | 6 | S | 273 | 273 | 433 | 1.6 | 0 | 2,610 | nc | 2,160 | nc | — | 60 |
| Motor News | 12 | ABC | 794 | 794 | 1,250 | 1.6 | 0 | 5,100 | nc | 4,130 | nc | M | — |
| Motorhome Life | 9 | ABC | — | 114 | 331 | 2.9 | — | 2,335 | 15 | 1,710 | 15 | R | 39 |
| Negro Traveler & Conventioneer | 6 | S | — | 68 | 360 | 5.0 | — | 1,265 | — | 995 | — | — | 65 |
| The New England Guide | 1 | S | — | 108 | 150 | 1.4 | 0 | 2,200 | nc | 1,765 | nb | — | 51 |
| New York Motorist | 12 | S | 477 | — | — | — | — | — | — | 2,125 | nb | — | 75 |
| Ohio Motorist | — | PE | 250 | — | 1,456 | 5.2 | — | 3,505 | nb | 3,105 | nb | — | 65 |
| The Portland Magazine | 12 | S | 8 | 1 | 75 | 9.5 | — | 1,695 | 15 | 995 | 15 | — | 66 |
| Prime Time | 12 | PE | 100 | — | — | — | — | 2,250 | 15 | 1,500 | 15 | — | — |
| Realites | 12 | S(A) | 40 | 42 | 328 | 8.2 | 0 | 2,700 | 10 | 1,800 | 10 | — | — |
| Rider | 12 | ABC | — | 73 | 210 | 2.9 | — | 2,335 | 15 | 1,735 | 15 | — | 46 |
| RV Campground & Services Directory | 1 | PE | — | 300 | 870 | 2.9 | — | 3,900 | 15 | 3,200 | 15 | — | 93 |
| SEE Magazines (15 titles) | 12 | — | 2,464 | — | 14,784 | 6.0 | 0 | * | 10 | * | 10 | R,M | 45 |
| Signature | 12 | ABC | 600 | 619 | 1,650 | 2.8 | E | 6,160 | nc | 5,100 | nc | R,M | 60 |
| Southern California Guide | 12 | S | 13 | — | — | — | — | * | 15 | 375 | 15 | — | — |
| Sunset Magazine | 12 | ABC | 1,225 | 1,372 | 3,569 | 2.7 | T | 16,131 | 15 | 11,590 | 15 | R,T | 38 |
| Sunset: Western Campsite Directory | 1 | PE | — | — | — | — | — | 1,777 | 15 | 1,188 | 15 | — | 80 |
| Sunset: Western Travel Adventures | 1 | PE | — | — | — | — | — | 1,928 | 15 | 1,289 | 15 | — | 59 |
| Symbol, for the friends of Rolls Royce, Riva, Ferrari (12/78) | 4 | S | 50 | — | 250 | 5.0 | — | 9,000 | — | — | — | — | — |
| Town & Country | 12 | ABC | — | 183 | 1,437 | 7.9 | T,E,M | 6,300 | 20 | 4,850 | 20 | — | 49 |
| Trailer Life | 12 | ABC | — | 312 | 904 | 2.9 | — | 4,155 | 15 | 3,455 | 15 | R | 38 |
| Travel & Leisure | 12 | S(A) | 925 | 880 | 3,178 | 3.7 | T,M,E | 14,330 | nc | 10,680 | nc | R,M | 42 |
| Travel Illustrated (10/79) | 12 | PE | 1,500 | 1,500 | 4,200 | 2.8 | (0) | 19,715 | nc | 14,435 | nc | R,A | — |
| Travel/Holiday | 12 | S | 750 | 751 | 3,135 | 4.1 | T | 7,030 | nc | 4,900 | nc | R | 55 |
| Travelhost | 52 | PE | 200 | — | 1,000 | 5.5 | — | 4,500 | nc | 3,000 | nc | R | 40 |
| Van Life & Family Trucking | 12 | PE | — | 31 | 186 | 2.9 | — | 1,560 | 15 | 900 | 15 | R | 61 |
| The Washington Motorist | 12 | S | 200 | 149 | 223 | — | — | 1,168 | nc | 868 | nc | — | 50 |
| Western Outdoors | 11 | ABC | — | 126 | 542 | 4.3 | 0 | 1,890 | 10 | 1,290 | 10 | — | — |
| Westways | 12 | ABC | 466 | 466 | 1,013 | 2.2 | E | 3,735 | 10 | 3,135 | 10 | — | 70 |
| Where Magazine | 52 | S | 237 | — | 474 | 2.0 | S,0 | 3,430 | 10 | 2,860 | 10 | R,S,M,T | 50 |
| Wisconsin AAA Traveler | 6 | S | 241 | 241 | 387 | 1.6 | — | 1,936 | nc | 1,486 | nc | — | 50 |
| Yachtsmans Guide to the Bahamas | 1 | S | 18 | 17 | 17 | 1.0 | — | 975 | 20 | 800 | 20 | — | 75 |
| Yachtsmans Guide to the Greater Antilles | 1 | S | 15 | 15 | 15 | 1.0 | — | 975 | 20 | 800 | 20 | — | 78 |
| Yankee Magazine's Guide to New England | 2 | S | 110 | 100 | 200 | 2.0 | 0 | 1,500 | 10 | 1,250 | 10 | — | 60 |
| Yankee Magazine's Guide to the State of New York | 1 | S | 100 | 90 | 200 | 2.2 | — | 1,200 | 10 | 1,000 | 10 | — | 65 |

## Women's service

| Women's service | Freq. | Audit source | Rate base (000) | Paid (000) | Total aud. (000) | Readers /copy | Aud. data | 4/C Rate ($) | 4/C Bleed (%) | B/W Rate ($) | B/W Bleed (%) | Split-run editions | % edit pgs |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| All In Style | 10 | S | 1,200 | — | — | — | — | 19,200 | nc | 14,405 | nc | M | 50 |
| B H & G Brides' Book | 1 | PE | — | — | — | — | — | 9,990 | 15 | 6,975 | 15 | — | — |
| Baby Care | 4 | S | 500 | — | 800 | 1.6 | 0 | 7,385 | nc | 5,545 | nc | S | 67 |
| Baby Talk | 12 | S | 850 | — | — | — | — | 10,950 | nc | 8,116 | nc | R,S,M | 50 |
| Beauty Handbook | 2 | VAC | 1,000 | 1,132 | 3,849 | 3.4 | — | 6,762 | 20 | 5,520 | 20 | — | 50 |
| Black Stars | 12 | ABC | 200 | 141 | — | — | — | 2,783 | 10 | 1,815 | 10 | — | — |
| Bride's Magazine | 6 | ABC | — | 256 | 1,841 | 7.0 | (0) | 10,460 | 15 | 8,400 | 15 | R | 40 |

| | | Circulation | | | Audience | | | Page rates (1x) | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | | | | 4/C | | B/W | | | |
| **Women's Service** CONTINUED | Freq. | Audit source | Rate base (000) | Paid (000) | Total aud. (000) | Readers /copy | Aud. data | Rate ($) | Bleed (%) | Rate ($) | Bleed (%) | Split-run editions | % edit pgs |
| Conde Nast Package (5 titles)[1] | — | ABC | — | 5,273 | 24,916 | 5.7 | S,T | 66,735 | 15 | 47,300 | 15 | — | 44 |
| Cosmopolitan | 12 | ABC | 2,150 | 2,700 | 9,436 | 4.0 | S | 19,990 | 15 | 14,855 | 10 | R,S | 43 |
| Cosmopolitan's Beauty Guide | 2 | PE | — | — | 2 | 5.9 | 0 | 4,180 | nc | 3,660 | nc | — | 90 |
| Cosmopolitan's Super Diet & Exercise Guide | 2 | PE | — | — | 2 | 5.9 | 0 | 4,180 | nc | 3,660 | nc | — | 92 |
| Essence | 12 | ABC | 600 | 600 | 2,400 | 3.9 | T | 7,870 | nc | 5,245 | nc | — | 50 |
| Expecting | 4 | S | 1,000 | — | 1,600 | 1.6 | 0 | 15,220 | nc | 10,490 | nc | S | 66 |
| Family Circle | 17 | ABC | 8,350 | 8,381 | 17,701 | 2.2 | S | 53,700 | nc | 44,900 | nc | R,T | 43 |
| Family Health | 10 | ABC | 800 | 934 | 2,920 | 3.6 | T,O | 7,390 | nc | 5,280 | nc | R | 58 |
| Girl Scout Leader | 6 | ABC | 525 | 537 | — | — | 0 | 4,475 | nc | 3,320 | nc | — | 76 |
| Glamour | 12 | ABC | 1,700 | 1,796 | 7,266 | 4.0 | — | 16,400 | 15 | 11,650 | 15 | R | 42 |
| Good Housekeeping | 12 | ABC | 5,000 | 5,198 | 20,152 | 4.0 | S | 41,575 | nc | 33,130 | nc | R,T | 46 |
| Good Housekeeping Beauty Book | 2 | PE | — | — | — | 2.7 | — | 4,180 | nc | 3,660 | nc | — | 79 |
| Good Living (6/79) | 4 | PE | 100 | 100 | 450 | 4.4 | — | 2,958 | 10 | 2,275 | 10 | — | — |
| Health Handbook | 2 | VAC | 500 | 493 | 887 | 1.8 | — | 4,800 | 20 | 3,900 | 20 | — | 60 |
| Holly Hobbie's Home Times (9/79) | 4 | PE | 600 | — | — | — | — | 4,950 | nc | 4,000 | nc | R | — |
| The Homemaker | 6 | ABC | 125 | 126 | 350 | 2.8 | 0 | 1,620 | 10 | 1,020 | 10 | — | 74 |
| House Beautiful | 12 | ABC | 800 | 834 | 4,991 | — | S,0 | 12,465 | 15 | 9,715 | 15 | R | 48 |
| House Beautiful's Building Manual | 2 | S | — | — | — | — | 0 | 3,675 | 15 | 2,450 | 15 | — | 62 |
| House Beautiful's Colonial Homes | 6 | S(A) | 350 | 440 | — | — | S | 7,000 | 15 | 4,500 | 15 | — | 69 |
| House Beautiful's Home Decorating | 4 | S | — | — | — | — | 0 | 6,100 | 15 | 3,950 | 15 | — | 71 |
| House Beautiful's Home Remodeling | 2 | S | — | — | — | — | 0 | 3,675 | 15 | 2,450 | 15 | — | 59 |
| House Beautiful's Houses & Plans | 1 | S | — | — | — | — | 0 | 3,675 | 15 | 2,450 | 15 | — | 63 |
| Jewish Living (3/79) | 6 | PE | 500 | — | 2,000 | 4.0 | 0 | 12,000 | 10f | 8,500 | 10f | — | — |
| Ladies' Home Journal | 12 | ABC | 6,000 | 6,031 | 13,945 | 2.6 | S | 37,425 | nc | 30,240 | nc | S,M,Z,D,T,R | 43 |
| Lady's Circle | 12 | ABC | 350 | 207 | — | — | — | 1,700 | nc | 1,375 | nc | — | 80 |
| Ladycom | 8 | BPA | 400 | — | 1,200 | 3.0 | — | 7,900 | nc | 6,500 | nc | R | 53 |
| Mademoiselle | 12 | ABC | 800 | 1,018 | 3,276 | 4.1 | S | 10,775 | 15 | 7,375 | 15 | — | 49 |
| McCall's | 12 | ABC | 6,500 | 6,537 | 19,823 | 3.0 | S | 47,500 | nc | 38,675 | nc | R,D,T | 43 |
| McCall's Beauty Guide (4/79) | 1 | PE | — | — | — | — | — | 3,900 | nc | 3,120 | nc | — | 72 |
| McCall's Working Mother (5/79) | 6 | PE(A) | 200 | 200 | 520 | 2.6 | 0 | 3,200 | nc | 2,400 | nc | — | 53 |
| Medical/Mrs. | 6 | S | 100 | 3 | — | — | 0 | 3,590 | nc | 2,690 | nc | R | 71 |
| Ms. Magazine | 12 | ABC | 500 | 510 | 1,609 | 3.2 | S,T | 7,925 | nb | 5,910 | nb | R,S | 60 |
| New Woman[2] | 6 | ABC | 1,000 | 1,023 | 4,501 | 4.4 | S | 10,000 | nc | 7,500 | nc | — | 69 |
| Once Magazine | 4 | S | 1,600 | — | 13,005 | 8.1 | 0 | 24,825 | 15 | — | — | — | 65 |
| Parents | 12 | ABC | 1,400 | 1,518 | 3,912 | 2.8 | S | 17,680 | nc | 13,815 | nc | S,T | 47 |
| Prevention | 12 | S | 2,000 | 2,147 | 4,113 | 2.0 | T,O | 18,880 | nc | 10,745 | 10 | R | 57 |
| Redbook | 12 | ABC | 4,450 | 4,463 | 12,172 | 2.8 | S,T | 33,375 | nc | 25,145 | nc | R,D,T | 45 |
| Redbook's Be Beautiful | 2 | PE | — | — | — | — | — | 4,500 | nc | 3,620 | nc | — | 69 |
| Redbook's Young Mother | 1 | PE | 3,595 | — | — | — | S,O | 42,500 | nc | 37,750 | nc | R | 43 |
| Self Magazine | 12 | PE(A) | 300 | 625 | 2,000 | 3.5 | — | 5,600 | 15 | 3,750 | 15 | — | — |
| Seventeen | 12 | ABC | 1,450 | 1,454 | 8,598 | 5.9 | 0 | 13,750 | 15 | 9,525 | 15 | R,T | 44 |
| Simplicity Home Catalog | 3 | ABC | 520 | 520 | 1,000 | 1.9 | 0 | 5,324 | nc | 4,400 | nc | — | 21 |
| Soap Box | 12 | PE(A) | 250 | 200 | 950 | 3.8 | 0 | 3,400 | nb | 2,650 | nb | — | — |
| Soap Opera Digest | 18 | ABC | 650 | 625 | 2,100 | 4.0 | S,O | 3,000 | nc | 2,500 | nc | R | 95 |
| Southern Accents | 4 | S | 45 | 35 | 135 | 3.0 | — | 1,750 | 6 | 1,100 | 9 | — | 55 |
| Talk Magazine | 12 | S | 180 | — | 4,140 | 2.3 | S | 7,800 | nc | 6,200 | nc | R,S,M,Z,T | 75 |
| 'Teen Magazine | 12 | ABC | 1,000 | 1,006 | 3,400 | 3.4 | T | 10,540 | 10 | 6,800 | 10 | R | 60 |
| Texas Woman | 12 | S(A) | 38 | 38 | — | — | 0 | 2,025 | nc | 1,450 | nc | — | 60 |
| True Story | 12 | ABC | 1,600 | 2,001 | 3,850 | 2.6 | T | 11,830 | nc | 9,110 | 5 | R,T | 55 |
| US | 26 | ABC | 850 | 800 | 5,369 | 6.3 | S | 8,330 | 15 | 6,500 | 15 | R,T | 70 |
| Vogue | 12 | ABC | 850 | 975 | 5,159 | 6.0 | S,T,M | 12,800 | 15 | 8,800 | 15 | — | 40 |
| Vogue Beauty & Health Guide | 2 | PE | — | — | 1,832 | 4.1 | 0 | 7,050 | 15 | 4,840 | 15 | — | 50 |
| "W" | 26 | ABC | 175 | 193 | 626 | 3.2 | 0 | 7,940 | 5 | 5,940 | 5 | | 49 |
| Weight Watchers | 12 | ABC | 800 | 822 | 2,547 | 3.6 | T | 9,650 | 10 | 6,900 | 10 | R | 72 |
| Woman's Day | 15 | ABC | 8,000 | 8,084 | 17,484 | 2.3 | S | 53,840 | nc | 44,960 | nc | R,T | 43 |
| Woman's Day Great Holiday Baking Ideas | 1 | PE | 300 | — | — | — | — | 3,450 | 10 | 2,400 | 10 | — | 88 |
| Women's Digest | 6 | S | 125 | 125 | 313 | 2.5 | — | 1,660 | nc | 1,100 | nc | — | 93 |
| Working Woman | 12 | ABC | 300 | 176 | 1,110 | 3.7 | 0 | 4,200 | nc | 2,940 | nc | — | 67 |

[1] Total audience and readers/copy figures based on 4 titles: Glamour, House & Garden, Mademoiselle, Vogue.

[2] Will go to 12x frequence 3/80.

| Youth | Freq. | Circulation | | | Audience | | | Page rates (1x) | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Audit source | Rate base (000) | Paid (000) | Total aud. (000) | Readers /copy | Aud. data | 4/C Rate ($) | 4/C Bleed (%) | B/W Rate ($) | B/W Bleed (%) | Split-run editions | % edit pgs |
| American Soccer | 6 | PE | 300 | — | 999 | 3.1 | 0 | 5,400 | nc | 3,600 | nc | R,T | 60 |
| Ampersand | 9 | S | 700 | — | 1,600 | 2.3 | — | 11,550 | nb | 7,980 | nb | — | 70 |
| Archie Comics Group | 18 | ABC | 4,000 | 3,668 | 12,000 | 3.0 | — | 8,400 | nb | 8,400 | nb | — | 71 |
| The Black Collegian | 5 | S | 245 | 97 | 700 | 3.0 | 0 | 3,100 | 10 | 2,250 | 10 | — | 52 |
| Boys' Life | 12 | ABC | 1,550 | 1,621 | 6,645 | 4.1 | E | 11,900 | 10 | 8,500 | 10 | * | 67 |
| Campus Life | 10 | ABC | 210 | 219 | 700 | 3.2 | 0 | 2,415 | 10 | 1,925 | 10 | — | 68 |
| Co-Ed | 10 | ABC | 1,000 | 839 | 2,716 | 2.7 | T | 9,645 | 10 | 6,383 | 10 | R | 56 |
| D C Comics | 12 | ABC | 7,500 | 7,500 | 34,500 | 4.6 | 0 | 14,250 | nb | 14,250 | nb | — | 78 |
| Daisy | 9 | S | 250 | 262 | 800 | 3.1 | 0 | 2,750 | nc | — | — | — | 80 |
| The 18 Almanac | 1 | BPA | 600 | — | 1,200 | 2.0 | — | 12,964 | 10 | 10,549 | 10 | — | 63 |
| Exploring | 6 | ABC | 375 | 375 | 1,975 | 5.1 | 0 | 4,290 | nc | 2,860 | nc | * | 74 |
| For Seniors Only | 2 | S | 175 | — | 525 | 3.0 | — | — | — | 1,650 | — | — | 45 |
| The Graduate | 1 | BPA | 450 | — | 1,200 | 2.7 | — | 9,688 | 10 | 7,982 | 10 | — | 54 |
| Harvey Comics Group (40 titles) | 6 | ABC | 6,000 | 6,000 | 39,000 | 6.5 | 0 | 6,600 | nb | 6,600 | nb | * | 75 |
| Jack and Jill | 10 | S | 600 | 491 | — | — | — | 4,400 | nc | 3,300 | nc | — | 89 |
| Junior Scholastic | 18 | ABC | 1,000 | 914 | 2,551 | 2.4 | 0 | 7,900 | 5 | 5,505 | 5 | — | 79 |
| Marvel Comics Group | 12 | ABC | 6,000 | 13,306 | 15,762 | 2.5 | T | 12,240 | nb | 12,240 | nb | — | 61 |
| National 4-H News | 10 | S | — | 78 | 540 | 6.0 | 0 | 1,990 | nc | 1,540 | nc | — | 59 |
| Nutshell | 1 | BPA | 1,200 | — | 3,000 | 2.5 | — | 24,764 | 10 | 18,960 | 10 | R | 57 |
| Once Magazine | 4 | S | 1,600 | — | 13,005 | 8.1 | 0 | 24,825 | 15 | — | — | — | 65 |
| Pet News | 6 | S | 33 | 15 | 115 | 3.5 | 0 | 1,490 | nc | 995 | nc | — | 65 |
| Scholastic Coach | 10 | ABC | 40 | 32 | 240 | 6.0 | — | 1,740 | 10 | 895 | 19 | — | 36 |
| Scholastic Newstime | 26 | S | 825 | 771 | — | — | — | 7,590 | 10 | 4,950 | 10 | — | 90 |
| Scholastic Senior Group | 18 | ABC | 2,900 | 2,736 | 3,134 | 4.3 | 0 | 18,820 | 5 | 13,105 | 5 | — | 65 |
| Scholastic Wheels | 4 | S | 300 | — | — | — | — | 4,682 | 5 | 2,925 | 5 | — | 70 |
| Scouting | 6 | ABC | 1,000 | 1,018 | 3,200 | 3.2 | 0 | 7,450 | 10 | 4,750 | 10 | — | 60 |
| Seventeen | 12 | ABC | 1,450 | 1,454 | 8,598 | 5.9 | 0 | 13,750 | 15 | 9,525 | 15 | R,T | 44 |
| Simplicity School Catalog | 2 | PE | 56 | — | 7,500 | — | 0 | 6,735 | nc | 5,566 | nc | — | 99 |
| Teen Beat | 12 | ABC | — | 354 | — | — | — | 1,650 | nc | 990 | nc | — | — |
| 'Teen Magazine | 12 | ABC | 1,000 | 1,006 | 3,400 | 3.4 | T | 10,540 | 10 | 6,800 | 10 | R | 60 |
| Tiger Beat | 12 | ABC | 500 | 501 | 1,753 | 3.5 | 0 | 3,900 | nc | 2,495 | nc | R,S,M | 80 |
| Xerox Student Group (4 Titles) | 18 | S | 1,900 | 1,925 | 7,914 | 4.2 | 0 | 12,440 | nc | 8,315 | nc | T | 75 |
| Young Athlete | 6 | S | 90 | 116 | 765 | 6.6 | — | 2,175 | nc | 1,500 | nc | — | 80 |
| Youth Soccer Magazine | 12 | PE(A) | — | 150 | — | 3.0 | 0 | 3,150 | nc | 2,450 | nc | — | 25 |

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New York, NY 10019
(212)262-3350
Judd Vear, vp and dir. corp. adv. sales

Cosmopolitan
Good Housekeeping
House Beautiful
Harper's Bazaar
Town & Country
Sports Afield
Popular Mechanics

**Interfaith Network**
441 Lexington Ave.
New York, NY 10017
(212)697-1076
John P. Sherwood, adv. dir.

A.D.
Catholic Digest
Christian Herald
The Episcopalian
The Lutheran
The Lutheran Standard
Presbyterian Survey
St. Anthony Messenger
Sign

**Ivy League Alumni Group**
626 Thurston Ave.
Ithaca, NY 14853
(607)256-4121; (212)586-1311
Charles S. Williams, chrmn
Mortimer Berkowitz, Inc. (NYC) adv.

Brown
Dartmouth
Princeton
Columbia
Harvard
Yale
Cornell
Pennsylvania

**Leadership Network**
230 Park Ave.
New York, NY 10017
(212)682-4500
Robert F. Sennott, Jr., pub., adv. mgr.

Atlas World Press Review
Columbia Journalism Review
Foreign Affairs
National Review
Technology Review
The New Republic
The New York Review of Books

**Leisureguides, Inc.**
1515 NW 167 St.
Miami, FL 33169
(305)620-5525
David M. Nichol, Jr., pub.
Holly Delaplaine, adv. mgr.

Leisureguide-Boston
Leisureguide-Chicago
Leisureguide-Florida Gold Coast
Leisureguide-Houston
Leisureguide-Louisville
Leisureguid-Myrtle Beach, S.C.
Leisureguide-Philadelphia
Leisureguide-Tampa/St. Petersburg

**MacFadden Women's Group**
215 Lexington Ave.
New York, NY 10016
(212)340-7500
John Fitzpatrick, pub.

True Story
Photoplay
True Confessions
Secrets
True Romance
True Experience
True Love
Modern Romances

**Metro Magazines**
420 Lexington Ave.
~~New York, NY 10017~~
(212)972-1157
Robert Phillips, vp sales

Boston Magazine
Cleveland Magazine
Connecticut Magazine
Monthly Detroit
Mpls.-St. Paul
New Jersey Monthly
Philadelphia Magazine
St. Louis Magazine

**Metronet**
Catalyst Communications, Inc.
274 Madison Ave.
New York, NY 10016
(212)684-6661
Arnie Green, pres.
Helshi Lockwood, vp

Aloha
Anchorage
Arkansas Times
Bay Life (Tampa)
Bay Views (San Francisco)
Big Valley (San Fernando)
Birmingham (AL)
Brown's Guide to Georgia

## MAGAZINES IN GROUPS, NETWORKS, CORPORATE BUYS CONTINUED

**Metronet** CONTINUED

Central Florida Scene
Chicago's Elite
City Magazine (Kansas City)
Commonwealth, The Magazine of Virginia
Delaware Today
Eastend (Long Island)
Erie
Esprit (Rockford)
Exclusively Yours, Wisconsin
Fort Wayne
Grand Rapids
Hudson Valley
Indianapolis
Jackson (MS)
Lansing
Lexington
Louisville
Madison
Memphis
Mesa (AZ)
Miami Fugue
Mobile Monthly
Naples Now
Nashville!
New Hampshire Profiles
New Mexico
Ohio
Oregon
The Pittsburgher Magazine
Ranch & Coast
Roanoker, The
Sandlapper (SC)
San Jose
Sarasota Town & County
Southern World
Spokane
State, The (NC)
Tidewater Life
Triad (NC)
Tucson
Washington Dossier
Westchester Illustrated
The Wichitan

**Montgomery Ward Catalogs**
2 Montgomery Ward Plaza
Catalog Advertising, B-8
Chicago, IL 60671
(312) 467-2350
Thomas M. Condon, Jr., adv. dir.

2 General Catalogs
1 Suburban Lawn & Garden Catalog
1 Christmas Catalog
1 Summer Sale Catalog
11 Monthly Sale Catalogs

**PAG (Petersen Action Group)**
Peterson Publishing Co.
8490 Sunset Blvd.
Los Angeles, CA 90069
(213)657-5100
Jim P. Walsh, adv. dir.

Hot Rod
Motor Trend
Car Craft
Motorcyclist
Guns & Ammo
Hunting
Skin Diver
Photographic
4-Wheel & Off-Road
Vans & Pickups

**Performing Arts Network**
9348 Santa Monica Blvd.
Beverly Hills, CA 90210
(213)274-8728
Herbert Glass, pub.
Irwin Fries, adv. mgr.

Performing Arts-Los Angeles
Performing Arts-San Francisco
San Diego Applause
Performing Arts-Houston

**Playbill**
American Theatre Press
151 E 50 St
New York, NY 10022
(212)751-9550
L. Robert Charles, adv. mgr.

Playbill-Boston
Playbill-Florida
Playbill-New York
Playbill-Philadelphia/Baltimore

**Scholastic Senior Group**
Scholastic Magazines, Inc.
50 W 44 St
New York, NY 10036
(212)867-7700
Steven C. Swett, pub.
Edward Chenetz, adv. dir.

Senior Scholastic
Scholastic Voice
Scholastic Scope
Scholastic Search
Science World

**SEE Magazines**
3675 Clark Rd.
Sarasota, FL 33583
(813)922-3575
W.P. Brownell, Jr., pub.
George W. Page, adv. dir.

Bradenton
Clearwater
Cocoa/Melbourne
Daytona Beach
Fort Lauderdale
Fort Myers
Fort Walton Beach/Destin
Jacksonville
Key West
Lakeland
Naples
Orlando
Panama City
Sarasota
Tampa

**Sports Afield Special Publications**
The Hearst Corp.
250 W 55 St.
New York, NY 10019
(212)262-8862
Ted E. Felton, pub.
Gerard Provence, adv. dir.

Fishing Secrets
Bass
Guns & Game
Deer
Outdoor Almanac

**Stagebill Group**
10 E 40 St.
New York, NY 10016
(212)686-7740
Joseph P. Barbieri, pub.
Theodore P. Langdon, adv. dir.

Stagebill-Carnegie Hall
Stagebill-Chicago
Stagebill-Kennedy Center
Stagebill-Lincoln Center

**Times Mirror Magazine Network**
380 Madison Ave.
New York, NY 10017
(212)687-3000
Gordon B. Hall, Jr., pub., adv. dir.

Outdoor Life
Popular Science
The Sporting News
Golf
Ski

**Xerox Student Group**
Xerox Education Publications
41 E 42 St.
New York, NY 10017
(212) 986-4626; CT (203) 347-7251
Robert A. Quigley, pub.
Raymond J. Ruffio, adv. dir.

Current Events
Current Science
Read
You and Your World

**Ziff-Davis Magazine Network**
Ziff-Davis Publishing Co.
1 Park Ave.
New York, NY 10016
(212)725-3500
Albert Traina, pres.
James L. Kopper, adv. dir.

Boating
Car and Driver
Cycle
Flying
Popular Photography
Skiing
Stereo Review

## RATE CHANGES AFTER May 31, 1979

| Magazine | Percent change | Date of change |
|---|---|---|
| AAU News | 7 | 12/79 |
| Adirondack Life | — | 1979 |
| Adventure Travel | 25 | 7/79 |
| Aero | 10 | 7/79 |
| Air California Magazine | 5-7 | 9/79 |
| Air Force Times | — | 9/79 |
| Air Group One (5 titles) | — | 1/80 |
| Air Line Pilot | 8 | 7/79 |
| Airborne | 7-9 | 9/79 |
| Akron Beacon Journal's Beacon Magazine | 10 | 7/79 |
| Alternative Sources of Energy | 10 | 6/79 |
| American Artist | 10 | 1/80 |
| American Film | 10 | 11/79 |
| American Motorcyclist | 20 | 10/79 |
| American Photographer | 33 | 9/79 |
| American Soccer | 10-15 | 1/80 |
| American Teacher | 10 | 10/79 |
| Ampersand | — | 8/80 |
| The Antique Trader Weekly | 5-7 | 7/79 |
| Antiques Journal | 5-10 | Summer 1979 |
| Appalachia Bulletin | 5-10 | 1/80 |
| Appalachia Journal | 5-10 | 1/80 |
| Architectural Digest | 10 | 1/80 |
| Army Times | — | 9/79 |
| Army Times Military Group (4 titles) | 5 | 9/79 |
| The Asia Mail | 10 | 6/79 |
| Atlanta Magazine | 5 | 7/79 |
| Audubon | 8-10 | 1/80 |
| Austin Living | — | 7/79 |
| Auto Club News | 15 | 11/79 |
| Auto Racing Digest | 10 | 9/79 |
| Avenue | 20 | 9/79 |
| Aviation Magazine | 6 | 12/79 |
| B H & G 100's of Baking and Dessert Ideas | — | 1/80 |
| B H & G 100's of Ideas | — | 1/80 |
| B H & G 100's of Needlework and Craft Ideas | — | 1/80 |
| B H & G Bedroom and Bath Decorating Ideas | — | 1/80 |
| B H & G Brides' Book | — | 1/80 |
| B H & G Building Ideas | — | 1/80 |
| B H & G Christmas Ideas | — | 1/80 |
| B H & G Country Home and Kitchen Ideas | — | 1/80 |
| B H & G Diet and Exercise | — | 1/80 |
| B H & G Furnishings and Decorating Ideas | — | 1/80 |
| B H & G Garden Ideas and Outdoor Living | — | 1/80 |
| B H & G Gardener's Handbook | — | 1/80 |
| B H & G Holiday Crafts | — | 1/80 |
| B H & G Home Plan Ideas | — | 1/80 |
| B H & G Houseplants and Indoor Gardening | — | 1/80 |
| B H & G How to Buy and Sell Your Home | — | 1/80 |
| B H & G Kitchen and Bath Ideas | — | 1/80 |
| B H & G Outdoor Cooking and Entertaining Ideas | — | 1/80 |
| B H & G Quick and Easy Recipes | — | 1/80 |
| B H & G Remodeling Ideas | — | 1/80 |
| B H & G Traditional Home Ideas | — | 1/80 |
| B H & G Window and Wall Decorating Ideas | — | 1/80 |
| Baby Talk | — | 1/80 |
| Backpack | 12 | 9/79 |

| Magazine | Percent change | Date of change |
|---|---|---|
| Backpacking Journal | 10 | 1980 |
| Baseball Digest | 10 | 9/79 |
| Basketball Digest | 10 | 9/79 |
| Biker | — | 6/79 |
| The Black Collegian | 20 | 1/80 |
| Black Enterprise | 7 | 9/79 |
| Bon Appetit | 10 | 1/80 |
| Book Digest | 12 | 9/79 |
| Broward Life | 8 | 8/79 |
| BYTE The Small Systems Journal | — | 10/79 |
| Camping Journal | 10 | 1980 |
| Canoe | — | 1980 |
| Capper's Weekly | 7 | 1/80 |
| Car and Driver | — | 10/79 |
| Carte Blanche Magazine | — | 9/79 |
| Central Florida Scene | — | 10/79 |
| Ceramics Monthly | 10 | 1/80 |
| Chesapeake Bay Magazine | — | 10/79 |
| Chicago | — | 1/80 |
| Chicago Sun-Times' Chicago Style | — | 10/79 |
| The Christian Science Monitor | 10 | 9/79 |
| Christianity Today | 11 | 9/79 |
| The Church Herald | 8 | 1/80 |
| The Cincinnati Magazine | 10-12 | 10/79 |
| Classic | 15 | 1/80 |
| Cleveland | — | 1/80 |
| Co-Ed | 14 | 10/79 |
| Coins Magazine | 9 | — |
| Columbus Monthly | 10 | 7/79 |
| Complete Buyer's Guide to Stereo/Hi Fi Equip. | — | 11/79 |
| Conde Nast Package (5 titles) | B/W 2.8; 4/C 2.9 | 8/79 |
| The Country Gentleman | 10-15 | Fall 1979 |
| Crafts Magazine | — | 1/80 |
| The Crisis | — | 1/80 |
| Cruising World | 19 | 10/79 |
| Cycle World | — | 10/79 |
| Dallas-Ft. Worth Business Journal | 10 | 9/79 |
| Dallas-Ft. Worth Business Quarterly | 10 | 9/79 |
| Dallas/Fort Worth Living | B/W 5; 4/C 7 | 7/79 |
| Decorating & Craft Ideas | — | 9/79 |
| Delaware Today | 10-12 | 1/80 |
| Denver Living | B/W 5. 4/C 7 | 7/79 |
| Detroit Free Press' Detroit Magazine | — | 1/80 |
| The Drama Review | — | 15 |
| Eagle & Swan | — | 1/80 |
| Entrepreneur | 30 | 7/79 |
| The Episcopalian | (4/C) 5 | 6/79 |
| Family Circle Great Ideas—Christmas Helps | 8 | 12/80 |
| Family Circle Great Ideas—Decorating Made Easy | 8 | 3/80 |
| Family Circle Great Ideas—Fashions & Crafts | 8 | 7/80 |
| Family Circle Great Ideas—How To Be Pretty & Trim | 8 | 5/80 |
| Family Circle Great Ideas—Quick & Easy Meals | 8 | 1/80 |
| The Family Handyman | 6 | 9/79 |
| Family Motor Coaching | 10-15 | 12/79 |
| Family Weekly | 16 | 9/79 |
| Far West Ski News | — | 8/79 |

## Rate changes

| Magazine | Percent change | Date of change |
|---|---|---|
| Fins and Feathers | — | 7/79 |
| Fishing World | 10 | — |
| Florida Gulf Coast Living | B/W 5; 4/C 7 | 7/79 |
| Florida Sportsman | 10 | 10/79 |
| Fly Fisherman | — | 10/79 |
| Flying | — | 10/79 |
| Flying Annual & Buyers Guide | 10 | 10/79 |
| Food Digest | 50 | 7/79 |
| Football Digest | 10 | 9/79 |
| Fort Collins Magazine | — | 9/79 |
| Frontier Magazine | — | 1/80 |
| Games | 10 | 1980 |
| Gentlemen's Quarterly | 8 | 8/79 |
| Girl Scout Leader | 7 | 9/79 |
| Go Boating | 10 | 9/79 |
| H & G Holiday Cooking and Entertaining Ideas | — | 1/80 |
| High Fidelity | — | 10/79 |
| Hockey Digest | 10 | 9/79 |
| The Hockey News | — | 9/79 |
| Hockey Pictorial | — | 9/79 |
| The Homemaker | 9 | 1/80 |
| The Horsetrader | 7-10 | — |
| House Beautiful's Colonial Homes | — | 1980 |
| Houston City Magazine | 8-10 | Fall 1979 |
| Houston Living | B/W 5; 4/C 7 | 7/79 |
| Houston Magazine | 5-6 | 1/80 |
| Human Events | 10-12 | 6/79 |
| Industry Week | 13 | 7/79 |
| Ivy League Alumni Magazine Group | 5 | 10/79 |
| Jack and Jill | — | 9/79 |
| Jacksonville Magazine | 10 | 7/79 |
| Junior Scholastic | 8 | 9/79 |
| Labor Press (93 publications) | 3 | 9/79 |
| Ladies Home Journal Needle & Craft | — | 6/79 |
| Ladycom | 6 | 1/80 |
| Lakeland Boating | — | 1/80 |
| Las Vegan | 12-15 | 6/79 |
| Latitude 20 (Hawaiian Airlines) | — | 6/79 |
| Learning | 10-15 | 9/79 |
| Lion Magazine | 10 | 10/79 |
| The Magazine Antiques | — | 1/80 |
| Marvel Comics Group | 10 | 7/79 |
| Metro Magazines (11 titles) | — | 9/79 |
| Metronet (52 titles) | — | 10/79 |
| Metropolitan Sunday | — | 1/80 |
| Michigan Living/AAA Motor News | 12 | 10/79 |
| Minnesota AAA Motorist | 7 | 7/79 |
| Modern Photography | — | 10/79 |
| The Mother Earth News[1] | 36 | 1/80 |
| Mother Jones | 30 | 1/80 |
| Mother's Manual | — | 1/80 |
| Motor Boating & Sailing | — | 10/79 |
| Motor News | 12 | Fall 1979 |
| Motorboat | — | 9/79 |
| Motorhome Life | 15 | 1/80 |
| Mpls.-St. Paul | 15 | 1/80 |
| Ms. Magazine | 4-8 | Late 1979 |
| Muscle Digest | — | 7/79 |
| Musician, Player & Listener | 21 | 7/79 |
| National Lampoon | 10 | 10/79 |
| National Review | — | 1/80 |
| Natural History | 7 | 10/79 |
| Navy Times | — | 9/79 |
| Negro Traveler & Conventioneer | — | 6/79 |
| New Jersey Monthly | 10 | 9/79 |
| New Orleans Magazine | — | 1/80 |
| New Woman | 10 | 9/79 |
| New York Motorist | 15 | 1/80 |
| New York Times Magazine | 10 | 10/79 |
| North Shore Magazine | 10 | 1/80 |
| Northern Ohio Business Journal | — | 1/80 |
| Nuestro | — | 6/79 |
| Nutrition Health Review | 10 | — |
| 1001 Truck & Van Ideas | — | 8/79 |
| Opera News | 8 | 7/79 |
| Orlando-Land Magazine | 4-6 | 6/79 |
| Pacific Search | — | 11/79 |
| Palm Beach Life Magazine | 7 | 12/79 |
| Paraplegia News | 12 | 11/79 |
| Passages (Northwest Airlines) | 10-13 | 1/80 |
| People Weekly | 8 | 7/79 |
| Performing Arts Network (4 titles) | — | 7/79 |
| Philadelphia Inquirer's Today | — | 8/79 |
| Philadelphia Magazine | 14-15 | 9/79 |
| Phoenix Living | — | 7/79 |
| Phoenix Magazine | 6 | 7/79 |
| The Pittsburgher Magazine | — | 1/80 |
| Plane & Pilot | — | 9/79 |
| Plants Alive Magazine | 10 | 9/79 |
| Playbill—Florida | 8 | 1/80 |
| Playsure Magazine | 10-20 | 7/79 |
| Popular Hot Rodding | 10 | 10/79 |
| Popular Photography | — | 10/79 |
| Prairie Farmer | — | 1/80 |
| Prime Time | 50 | 9/80 |
| Pro Football Weekly | — | 6/79 |
| Progressive Farmer | — | 1/80 |
| PSA Journal | — | 10/79 |
| Racecar | 35 | 6/79 |
| Reader's Digest | 4 | 7/79 |
| Realites | — | 6/79 |
| The Retired Officer | 5 | 1/80 |
| Richmond Magazine | 20 | 1/80 |
| Rider | 15 | 1/80 |
| Road & Track | — | 7/79 |
| Road Rider | — | 1/80 |
| Rodeo News | 15 | Fall 1979 |
| RollerSkating Magazine | — | 1/80 |
| Rolling Stone | — | 8/79 |
| Runner's World | — | 7/79 |
| The Runner | 5 | 8/79 |
| RV Campground & Services Directory | 15 | 1/80 |
| Saddle & Bridle | 10 | — |
| Sail | — | 9/79 |
| Sailboat & Equipment Directory | 8 | 6/79 |
| Salt Water Sportsman | 15 | 10/79 |
| San Antonio Living | — | 7/79 |
| San Jose Magazine | — | Late 1979 |
| San Jose Mercury-News' California Today | — | 1/80 |
| Sandlapper | 10 | — |
| Sarasota Herald Tribune's Florida West | — | 7/79 |
| The Saturday Evening Post | — | 1/80 |

[1] Rate base increase to 750,000 effective 1/80

## Rate changes

| Magazine | Percent change | Date of change |
|---|---|---|
| Scholastic Coach | — | 9/79 |
| Scholastic Newstime | 8 | 9/79 |
| Scholastic Senior Group | 6 | 9/79 |
| Scholastic Wheels | — | 9/79 |
| Science 80 | — | 3/80 |
| Science News | 10 | 1/80 |
| Scouting | 4 | 9/79 |
| SEE Magazines (15 titles) | 7 | 7/79 |
| Self Magazine | 33 | 7/79 |
| Sheet Music | 30 | 7/79 |
| Shooting Times | — | 1/80 |
| Signature | 10 | 7/79 |
| Skiing | 5 | 9/79 |
| Sky and Telescope | — | 2/80 |
| Snow Week | 10 | 7/79 |
| Soap Opera Digest | 20 | 7/79 |
| Soccer Digest | 10 | 9/79 |
| Soho Weekly News | — | 6/79 |
| Soundings | 100 | 9/79 |
| Southern Boating | 20 | 10/79 |
| The South | — | 1/80 |
| Speakers '80 | — | 1/80 |
| Spinning Wheel | — | 7/79 |
| Spokane Magazine | 20 | 9/79 |
| Sport Trucking | — | 8/79 |
| Spray | 15 | 10/79 |
| Springfield/Hartford Magazine | — | 7/79 |
| St. Louis Globe Democrat's Sunday Magazine | — | 11/79 |
| Stagebill Group | 8 | 10/79 |
| Stagebill—Carnegie Hall | 8 | 10/79 |
| Stagebill—Chicago | 8 | 10/79 |
| Stagebill—Kennedy Center | 8 | 10/79 |
| Stagebill—Lincoln Center | 8 | 10/79 |
| Stereo & Hi-Fi Times | 10 | 8/79 |
| Stereo Review | — | 10/79 |
| Successful Farming | 7-10 | 1/80 |
| Super-8 Filmaker | 7 | 1/80 |
| 'Teen Magazine | 5 | 8/79 |
| The Texas Fisherman | 15 | 9/79 |
| Times Mirror Magazine Network (5 titles) | — | 1980 |
| Today's Education | — | 1980 |
| Track & Field News | 15 | 9/79 |
| Trailer Life | 15 | 1/80 |
| Travel & Leisure | — | 7/79 |
| Tropical Fish Hobbyist | — | 9/79 |
| Tulsa Home/Garden | 10 | 11/79 |
| TWA Ambassador | 10 | 1/80 |
| Utah Holiday Magazine | under 10 | 9/79 |
| Van Life & Family Trucking | 15 | 1/80 |
| Vogue | 6 | 8/79 |
| Vogue Patterns | 12 | 1/80 |
| Washington Calendar Magazine | 10 | 10/79 |
| Washington Dossier | 5 | 8/79 |
| Washington Post Magazine | — | 3/80 |
| Washington Report | — | 2/80 |
| Washington Star's Home/Life | — | 7/79 |
| Washingtonian Magazine | 7 | 9/79 |
| Western Backcountry Magazine | 25-30 | 9/79 |
| Western Outdoors | — | Fall 1979 |
| Western's World | — | 10/79 |
| Westways | 10 | 10/79 |
| Where Magazine | 10 | 10/79 |
| Wilderness Camping | 12 | 1/80 |
| Wisconsin AAA Traveler | 7-12 | 7/79 |
| Wisconsin Sportsman | 7-10 | 9/79 |
| Women's Digest | 50 | 7/79 |
| Women's Sports | 25 | 9/79 |
| Woodall's Trailer & RV Travel | 15 | 11/79 |
| Woodmen of the World Magazine | 10 | 1/80 |
| Working Woman | — | 10/79 |
| World Tennis | 21 | 7/79 |
| Yacht Racing/Cruising | 7 | 10/79 |
| Yachting | — | 10/79 |
| Yachtsmans Guide to the Greater Antilles | — | 1980 |
| Yankee Magazine | 27 | 7/79 |
| Yankee Magazine's Guide to New England | 15 | 1/80 |
| Yankee Magazine's Guide to the State of New York | 15 | 1/80 |
| Ziff-Davis Magazine Network (7 titles) | — | 1/80 |

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Art of Doing Nothing
STRICTLY AMERICAN
COPING WITH PIQUE SEASON
THE MEDITERRANEAN

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# SECTION 4

# MAGAZINE READERSHIP

The number and kinds of people who read a magazine or a type of magazine are basic to magazine selection. Here in one source are the results of major readership and audience studies by top researchers.

**Pages 140-151** — SMRB's 1978/79 Study of Selective Markets and the Media Reaching Them. Readership figures for 76 magazines broken down into 13 editorial categories with demographics for total adults, men and women.

**Pages 152-154** — Erdos and Morgan's 1978 Comparable Profile Measurement of Subscribers for the 20 publications surveyed.

**Pages 155-157** — Monroe Mendelsohn's 1979 Survey of Adults and Markets of Affluence. Study of readership of 45 publications among adults with annual household incomes of $40,000 or over.

**Pages 158-161** — The 1977 update to TGI's Target Teen Index, available through the courtesy of SMRB.

# SMRB'S 1978/79 STUDY OF SELECTIVE MARKETS

THE SMRB 1978/79 Study of Selective Markets and the Media Reaching Them is based on a national probability sample of 15,000 people, 18 years of age or older, residing in the contiguous 48 states. The study reports magazine, newspaper and national Sunday magazine audiences as well as respondent demographics and product usage data. SMRB also collects information on radio listening and tv viewing from a sub-sample of respondents so that media planners can have a complete data file for direct matching, intermedia comparisons and media mix analysis, including Media Imperatives* (see Section 1, Dimensions).

Magazine readership was obtained by the "through the book" procedure where respondents are taken through a specific issue of the magazine as a memory prompt. Newspaper and Sunday magazine readership was measured by the "progressive step" method: 'Last Week', 'Yesterday' and prior day's reading for dailies; 'Last Four Weeks', 'Last Saturday' or 'Since Last Saturday' for weekend papers.

Each individual was interviewed twice regarding his or her reading of each publication, and the average issue audiences were estimated as the average across the two issues covered in these interviews. The average issue audience for each magazine classification was created by dividing the sum of the audience for each publication in the group by the number of publications in the group. The tables that follow give demographic descriptions of average issue audiences for 13 classifications of magazines for total adults, men and women. The publications included in these classifications are listed below.

For each magazine category and each demographic characteristic are shown the average number of people (in thousands) in that demographic break who read that type of magazine; the percentage of total readers of that type of publication who fall within that particular demographic break (Pct. composition), and the percentage of the population in that demographic break covered by that type of publication (Pct. coverage). An asterisk in the tables indicates unstable data.

For additional information contact Simmons Market Research Bureau, 219 E. 42 St., New York, NY 10017, (212) 867-1414.

## MAGAZINES IN SMRB'S 13 CATEGORIES

**Automotive**
Car and Driver
Car Craft
Hot Rod
Motorcyclist
Motor Trend
Road & Track

**Business/Financial**
Barron's
Business Week
Forbes
Fortune
Money Magazine
Wall Street Journal

**Outdoor**
Field & Stream
Guns & Ammo
Outdoor Life
Sports Afield

**Shelter magazines**
Apartment Life
Better Homes & Gardens
House & Garden
House Beautiful

**General**
Book Digest
People Weekly
Reader's Digest
TV Guide

**Mens**
Mechanix Illustrated
Penthouse
Petersen Action Group (8 titles:
  Car Craft, Guns & Ammo, Hot Rod,
  Hunting, Motorcyclist, Motor
  Trend, Photographic, Skin Diver)
Playboy
Popular Mechanics
Popular Science
Sport
Ziff Davis Network (7 titles:
  Boating, Car and Driver, Cycle,
  Flying, Popular Photography,
  Skiing, Stereo Review)

**National weeklies**
National Enquirer
The Star

**News**
Newsweek
Sports Illustrated
Time
U.S. News & World Report

**Sunday magazines**
Family Weekly
New York Times Magazine
Parade
Sunday

**Special appeal**
Esquire
National Geographic
New York/New West
New Yorker
Psychology Today
Saturday Review
Scientific American
Smithsonian

**Sports**
Golf
Golf Digest
World Tennis

**Womens**
American Baby
Cosmopolitan
Family Circle
Good Housekeeping
Ladies' Home Journal
McCall's
Ms.
Parents Magazine
Redbook
Viva
Woman's Day

**Fashion/Beauty**
Glamour
Harper's Bazaar
Mademoiselle
Vogue

# "When I read Time, I'm thinking about the world. When I read Playboy, I'm thinking about me."

—John Springer, Architect

If you advertise to men, the implication in that statement is extremely significant.

Because it suggests that John Springer, a young man with a lust for the good things life offers and the means to get them, may be more receptive to your advertising when he's reading PLAYBOY than he is when he's reading Time. That he's more in the mood to respond to your advertising in PLAYBOY.

And if that's the case, it becomes even more significant. Far more. Because in PLAYBOY, you reach the same kind of men who read Time—men like John Springer, who already earns close to $40,000 a year at his young age—only a lot more of them. And in PLAYBOY, you reach them for a lot less than you do in Time. $20,045 less for a four-color page.

**The same kind of men who read Time and Newsweek read Playboy. Only a lot more of them read Playboy.**

### Different functions. A different frame of mind.

John Springer had some other interesting things to say about reading Time and reading PLAYBOY. We'd like to quote him verbatim:

"I read Time for an overview of the business and political scenes. Time is like an office memo. It's for quick information. I read it mostly on planes. For a recap. Time is like a newspaper to me. If you miss it, that's it.

"When I read PLAYBOY, I'm in a totally different frame of mind. I'm on a different thought wave. I'm in a more relaxed atmosphere. I'm reading it for my pleasure. PLAYBOY is more about me. How I live, what I do. There's more information in PLAYBOY. PLAYBOY is a resource for me. Also, PLAYBOY tends to stick around. I keep back issues and go back to them.

"The photographs, the articles, the ads, they all make up part of my experience in reading PLAYBOY. They're all more appropriate for the things that I do that are outside my business life. Cars, skiing, jogging, stereo systems. I do read about them in more detail in PLAYBOY."

Those are just one man's feelings about the different reasons he reads two magazines and the different functions each magazine fulfills for him.

Of course, we don't presume to draw any conclusions from them.

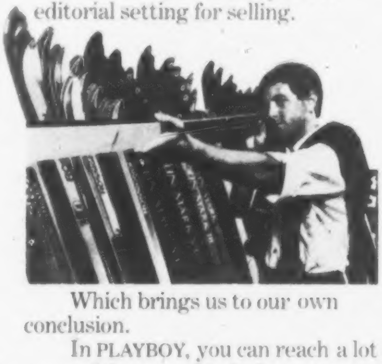
But we do have some facts that may help you draw your own about where your advertising belongs.

### Playboy men. One of the most powerful buying forces you can find in any one place at any one time anywhere.

More than 14 million men read PLAYBOY every month. They buy 4 of every 10 pieces of stereo equipment men buy, 1 of every 3 imported cars men buy, 3 of every 10 bottles of scotch, gin, vodka, rum and wine men buy, 1 of every 3 expensive cameras men buy, $34 billion worth of life insurance last year alone. More PLAYBOY men own stock than Time men. PLAYBOY men buy more new cars than Newsweek men, more skis than Sports Illustrated men.

It's that way in virtually every product category and compared to every newsweekly, sportsweekly or men's magazine.

PLAYBOY is the perfect editorial setting for selling.



Which brings us to our own conclusion.

In PLAYBOY, you can reach a lot more of the same kind of men you reach in Time, for a lot less money.

And sell them a lot more.

## The Playboy reader. His lust is for life.

Source: Playboy, based on TGI, Spring 1978. Latest announced four-color page rates as of May, 1979. PLAYBOY is a mark of Playboy, Reg. U.S. Pat. Off. © 1979, Playboy.

# TOTAL ADULTS

(in thousands)

| TOTALS | U.S. total | Auto | Bus/ Fin'l | Outdoor | Shelter | Gen'l | Mens | Nat'l wklys | News | Sunday | Special appeal | Sports | Womens | Fashion/ Beauty |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Total adults** | 153244 | 14319 | 14431 | 19842 | 39175 | 104293 | 67655 | 29739 | 61179 | 118681 | 41739 | 4407 | 126308 | 18571 |
| Pct. composition | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |
| Pct. coverage | 100.0 | 9.3 | 9.4 | 12.9 | 25.6 | 68.1 | 44.1 | 19.4 | 39.9 | 77.4 | 27.2 | 2.9 | 82.4 | 12.1 |
| **AGE** | | | | | | | | | | | | | | |
| **18-24 years** | 28157 | 6140 | 1866 | 4724 | 6130 | 21996 | 22399 | 7336 | 14311 | 20159 | 8281 | 746 | 24642 | 6679 |
| Pct. composition | 18.4 | 42.9 | 12.9 | 23.8 | 15.6 | 21.1 | 33.1 | 24.7 | 23.4 | 17.0 | 19.8 | 16.9 | 19.5 | 36.0 |
| Pct. coverage | 100.0 | 21.8 | 6.6 | 16.8 | 21.8 | 78.1 | 79.6 | 26.1 | 50.8 | 71.6 | 29.4 | 2.6 | 87.5 | 23.7 |
| **25-34 years** | 33892 | 4852 | 3974 | 5017 | 10308 | 26312 | 21834 | 6766 | 16151 | 25594 | 10918 | 1052 | 33988 | 4907 |
| Pct. composition | 22.1 | 33.9 | 27.5 | 25.3 | 26.3 | 25.2 | 32.3 | 22.8 | 26.4 | 21.6 | 26.2 | 23.9 | 26.9 | 26.4 |
| Pct. coverage | 100.0 | 14.3 | 11.7 | 14.8 | 30.4 | 77.6 | 64.4 | 20.0 | 47.7 | 75.5 | 32.2 | 3.1 | 100.3 | 14.5 |
| **35-54 years** | 47896 | 2542 | 6032 | 6065 | 13437 | 31424 | 16863 | 9158 | 20392 | 40349 | 13745 | 1672 | 39077 | 4681 |
| Pct. composition | 31.3 | 17.8 | 41.8 | 30.6 | 34.3 | 30.1 | 24.9 | 30.8 | 33.3 | 34.0 | 32.9 | 37.9 | 30.9 | 25.2 |
| Pct. coverage | 100.0 | 5.3 | 12.6 | 12.7 | 28.1 | 65.6 | 35.2 | 19.1 | 42.6 | 84.2 | 28.7 | 3.5 | 81.6 | 9.8 |
| **55 years & older** | 43300 | 785 | 2560 | 4037 | 9301 | 24563 | 6560 | 6480 | 10326 | 32580 | 8795 | 938 | 28602 | 2306 |
| Pct. composition | 28.3 | 5.5 | 17.7 | 20.3 | 23.7 | 23.6 | 9.7 | 21.8 | 16.9 | 27.5 | 21.1 | 21.3 | 22.6 | 12.4 |
| Pct. coverage | 100.0 | 1.8 | 5.9 | 9.3 | 21.5 | 56.7 | 15.2 | 15.0 | 23.8 | 75.2 | 20.3 | 2.2 | 66.1 | 5.3 |
| **65 years & older** | 22555 | 368* | 787 | 1588 | 3640 | 11428 | 2273 | 2954 | 4105 | 15551 | 3898 | 186* | 11901 | 826 |
| Pct. composition | 14.7 | 2.6 | 5.5 | 8.0 | 9.3 | 11.0 | 3.4 | 9.9 | 6.7 | 13.1 | 9.3 | 4.2 | 9.4 | 4.4 |
| Pct. coverage | 100.0 | 1.6 | 3.5 | 7.0 | 16.1 | 50.7 | 10.1 | 13.1 | 18.2 | 68.9 | 17.3 | 0.8 | 52.8 | 3.7 |
| **25-54 years** | 81788 | 7395 | 10005 | 11083 | 23744 | 57735 | 38697 | 15924 | 36543 | 65943 | 24664 | 2723 | 73065 | 9587 |
| Pct. composition | 53.4 | 51.6 | 69.3 | 55.9 | 60.6 | 55.4 | 57.2 | 53.5 | 59.7 | 55.6 | 59.1 | 61.8 | 57.8 | 51.6 |
| Pct. coverage | 100.0 | 9.0 | 12.2 | 13.6 | 29.0 | 70.6 | 47.3 | 19.5 | 44.7 | 80.6 | 30.2 | 3.3 | 89.3 | 11.7 |
| **18-49 years** | 97680 | 12988 | 10210 | 14453 | 26487 | 71742 | 57625 | 21049 | 45376 | 75405 | 29324 | 3123 | 88526 | 15142 |
| Pct. composition | 63.7 | 90.7 | 70.8 | 72.8 | 67.6 | 68.8 | 85.2 | 70.8 | 74.2 | 63.5 | 70.3 | 70.9 | 70.1 | 81.5 |
| Pct. coverage | 100.0 | 13.3 | 10.5 | 14.8 | 27.1 | 73.4 | 59.0 | 21.5 | 46.5 | 77.2 | 30.0 | 3.2 | 90.6 | 15.5 |
| **EDUCATION** | | | | | | | | | | | | | | |
| **Att/Grad college+** | 45167 | 4321 | 10629 | 5914 | 16021 | 35254 | 26526 | 6145 | 33176 | 42081 | 25186 | 2551 | 43647 | 8047 |
| Pct. composition | 29.5 | 30.2 | 73.7 | 29.8 | 40.9 | 33.8 | 39.2 | 20.7 | 54.2 | 35.5 | 60.3 | 57.9 | 34.6 | 43.3 |
| Pct. coverage | 100.0 | 9.6 | 23.5 | 13.1 | 35.5 | 78.1 | 58.7 | 13.6 | 73.5 | 93.2 | 55.8 | 5.6 | 96.6 | 17.8 |
| **High school grad** | 103362 | 10971 | 13820 | 14802 | 31816 | 79372 | 54295 | 18486 | 53606 | 89264 | 36996 | 3998 | 100028 | 16059 |
| Pct. composition | 67.4 | 76.6 | 95.8 | 74.6 | 81.2 | 76.1 | 80.3 | 62.2 | 87.6 | 75.2 | 88.6 | 90.7 | 79.2 | 86.5 |
| Pct. coverage | 100.0 | 10.6 | 13.4 | 14.3 | 30.8 | 76.8 | 52.5 | 17.9 | 51.9 | 86.4 | 35.8 | 3.9 | 96.8 | 15.5 |
| **Not HS grad** | 49882 | 3348 | 611 | 5041 | 7360 | 24922 | 13361 | 11252 | 7573 | 29417 | 4743 | 409* | 26280 | 2512 |
| Pct. composition | 32.6 | 23.4 | 4.2 | 25.4 | 18.8 | 23.9 | 19.7 | 37.8 | 12.4 | 24.8 | 11.4 | 9.3 | 20.8 | 13.5 |
| Pct. coverage | 100.0 | 6.7 | 1.2 | 10.1 | 14.8 | 50.0 | 26.8 | 22.6 | 15.2 | 59.0 | 9.5 | 0.8 | 52.7 | 5.0 |
| **HOUSEHOLD INCOME** | | | | | | | | | | | | | | |
| **$25,000 & over** | 29280 | 3059 | 7187 | 4254 | 10416 | 22797 | 16918 | 4476 | 20865 | 28828 | 14968 | 1942 | 28065 | 5453 |
| Pct. composition | 19.1 | 21.4 | 49.8 | 21.4 | 26.6 | 21.9 | 25.0 | 15.1 | 34.1 | 24.3 | 35.9 | 44.1 | 22.2 | 29.4 |
| Pct. coverage | 100.0 | 10.4 | 24.5 | 14.5 | 35.6 | 77.9 | 57.8 | 15.3 | 71.3 | 98.5 | 51.1 | 6.6 | 95.9 | 18.6 |
| **$20,000-24,999** | 20639 | 2778 | 2308 | 3275 | 6104 | 15402 | 12463 | 4258 | 9917 | 18029 | 6899 | 690 | 19456 | 2850 |
| Pct. composition | 13.5 | 19.4 | 16.0 | 16.5 | 15.6 | 14.8 | 18.4 | 14.3 | 16.2 | 15.2 | 16.5 | 15.7 | 15.4 | 15.3 |
| Pct. coverage | 100.0 | 13.5 | 11.2 | 15.9 | 29.6 | 74.6 | 60.4 | 20.6 | 48.0 | 87.4 | 33.4 | 3.3 | 94.3 | 13.8 |

## HOUSEHOLD INCOME CONTINUED

| | U.S. total | Auto | Bus/ Fin'l | Outdoor | Shelter | Gen'l | Mens | Nat'l wklys | News | Sunday | Special appeal | Sports | Womens | Fashion/ Beauty |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **$15,000-19,999** | 25724 | 2249 | 1571 | 4154 | 7218 | 18456 | 11359 | 4897 | 10042 | 21442 | 6615 | 735 | 22008 | 2614 |
| Pct. composition | 16.8 | 15.7 | 10.9 | 20.9 | 18.4 | 17.7 | 16.8 | 16.5 | 16.4 | 18.1 | 15.8 | 16.7 | 17.4 | 14.1 |
| Pct. coverage | 100.0 | 8.7 | 6.1 | 16.1 | 28.1 | 71.7 | 44.2 | 19.0 | 39.0 | 83.4 | 25.7 | 2.9 | 85.6 | 10.2 |
| **$10,000-14,999** | 31108 | 3549 | 1903 | 4246 | 7355 | 21189 | 14704 | 6485 | 10522 | 22854 | 6546 | 626 | 26228 | 3529 |
| Pct. composition | 20.3 | 24.8 | 13.2 | 21.4 | 18.8 | 20.3 | 21.7 | 21.8 | 17.2 | 19.3 | 15.7 | 14.2 | 20.8 | 19.0 |
| Pct. composition | 100.0 | 11.4 | 6.1 | 13.6 | 23.6 | 68.1 | 47.3 | 20.8 | 33.8 | 73.5 | 21.0 | 2.0 | 84.3 | 11.3 |
| **Under $10,000** | 46493 | 2685 | 1463 | 3915 | 8084 | 26451 | 12213 | 9624 | 9834 | 27529 | 6712 | 415 | 30553 | 4126 |
| Pct. composition | 30.3 | 18.8 | 10.1 | 19.7 | 20.6 | 25.4 | 18.1 | 32.4 | 16.1 | 23.2 | 16.1 | 9.4 | 24.2 | 22.2 |
| Pct. coverage | 100.0 | 5.8 | 3.1 | 8.4 | 17.4 | 56.9 | 26.3 | 20.7 | 21.2 | 59.2 | 14.4 | 0.9 | 65.7 | 8.9 |

## OCCUPATION

| | U.S. total | Auto | Bus/ Fin'l | Outdoor | Shelter | Gen'l | Mens | Nat'l wklys | News | Sunday | Special appeal | Sports | Womens | Fashion/ Beauty |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Prof/Managerial** | 25996 | 2483 | 7721 | 3291 | 8497 | 18890 | 15192 | 2994 | 20437 | 25383 | 14736 | 1732 | 21238 | 4103 |
| Pct. composition | 17.0 | 17.3 | 53.5 | 16.6 | 21.7 | 18.1 | 22.5 | 10.1 | 33.4 | 21.4 | 35.3 | 39.3 | 16.8 | 22.1 |
| Pct. coverage | 100.0 | 9.6 | 29.7 | 12.7 | 32.7 | 72.7 | 58.4 | 11.5 | 78.6 | 97.6 | 56.7 | 6.7 | 81.7 | 15.8 |
| **Clerical/Sales** | 22115 | 1799 | 2395 | 2011 | 7429 | 17798 | 8428 | 4531 | 9808 | 18904 | 6347 | 735 | 27553 | 4682 |
| Pct. composition | 14.4 | 12.6 | 16.6 | 10.1 | 19.0 | 17.1 | 12.5 | 15.2 | 16.0 | 15.9 | 15.2 | 16.7 | 21.8 | 25.2 |
| Pct. coverage | 100.0 | 8.1 | 10.8 | 9.1 | 33.6 | 80.5 | 38.1 | 20.5 | 44.3 | 85.5 | 28.7 | 3.3 | 124.6 | 21.2 |
| **Craftsman/ Foreman** | 12556 | 3179 | 404 | 3899 | 1768 | 8077 | 12475 | 2129 | 4333 | 9322 | 2421 | 229 | 3966 | 204 |
| Pct. composition | 8.2 | 22.2 | 2.8 | 19.7 | 4.5 | 7.7 | 18.4 | 7.2 | 7.1 | 7.9 | 5.8 | 5.2 | 3.1 | 1.1 |
| Pct. coverage | 100.0 | 25.3 | 3.2 | 31.1 | 14.1 | 64.3 | 99.4 | 17.0 | 34.5 | 74.2 | 19.3 | 1.8 | 31.6 | 1.6 |
| **Other employment** | 31385 | 3944 | 1311 | 5688 | 6381 | 20483 | 17038 | 7448 | 9491 | 21154 | 5567 | 761 | 19758 | 2744 |
| Pct. composition | 20.5 | 27.5 | 9.1 | 28.7 | 15.3 | 19.6 | 25.2 | 25.0 | 15.5 | 17.8 | 13.3 | 17.3 | 15.6 | 14.8 |
| Pct. coverage | 100.0 | 12.6 | 4.2 | 18.1 | 20.3 | 65.3 | 54.3 | 23.7 | 30.2 | 67.4 | 17.7 | 2.4 | 63.0 | 8.7 |
| **Not employed** | 61193 | 2915 | 2602 | 4954 | 15102 | 39046 | 14524 | 12639 | 17110 | 43919 | 12669 | 952 | 53793 | 6839 |
| Pct. composition | 39.9 | 20.4 | 18.0 | 25.0 | 38.6 | 37.4 | 21.5 | 42.5 | 28.0 | 37.0 | 30.4 | 21.6 | 42.6 | 36.8 |
| Pct. coverage | 100.0 | 4.8 | 4.3 | 8.1 | 24.7 | 63.8 | 23.7 | 20.7 | 28.0 | 71.8 | 20.7 | 1.6 | 87.9 | 11.2 |

## MARITAL STATUS

| | U.S. total | Auto | Bus/ Fin'l | Outdoor | Shelter | Gen'l | Mens | Nat'l wklys | News | Sunday | Special appeal | Sports | Womens | Fashion/ Beauty |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Married** | 100356 | 7341 | 9988 | 14714 | 27428 | 68751 | 40269 | 18664 | 37881 | 79881 | 25852 | 3136 | 87008 | 9912 |
| Pct. composition | 65.5 | 51.3 | 69.2 | 74.2 | 70.0 | 65.9 | 59.5 | 62.8 | 61.9 | 67.3 | 61.9 | 71.2 | 68.9 | 53.4 |
| Pct. coverage | 100.0 | 7.3 | 10.0 | 14.7 | 27.3 | 68.5 | 40.1 | 18.6 | 37.7 | 79.6 | 25.8 | 3.1 | 86.7 | 9.9 |
| **Single** | 28370 | 5693 | 3015 | 3412 | 6650 | 20819 | 20942 | 6425 | 16517 | 22984 | 10313 | 960 | 21116 | 6399 |
| Pct. composition | 18.5 | 39.8 | 20.9 | 17.2 | 17.0 | 20.0 | 31.0 | 21.6 | 27.0 | 19.4 | 24.7 | 21.8 | 16.7 | 34.5 |
| Pct. coverage | 100.0 | 20.1 | 10.6 | 12.0 | 23.4 | 73.4 | 73.8 | 22.6 | 58.2 | 81.0 | 36.4 | 3.4 | 74.4 | 22.6 |
| **Div/Sep/Wid** | 24518 | 1285 | 1429 | 1717 | 5098 | 14724 | 6445 | 4651 | 6781 | 15817 | 5575 | 312 | 18185 | 2261 |
| Pct. composition | 16.0 | 9.0 | 9.9 | 8.7 | 13.0 | 14.1 | 9.5 | 15.6 | 11.1 | 13.3 | 13.4 | 7.1 | 14.4 | 12.2 |
| Pct. coverage | 100.0 | 5.2 | 5.8 | 7.0 | 20.8 | 60.1 | 26.3 | 19.0 | 27.7 | 64.5 | 22.7 | 1.3 | 74.2 | 9.2 |

## PRESENCE OF CHILDREN IN HOUSEHOLD

| | U.S. total | Auto | Bus/ Fin'l | Outdoor | Shelter | Gen'l | Mens | Nat'l wklys | News | Sunday | Special appeal | Sports | Womens | Fashion/ Beauty |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Respondents with children in HH** | 68333 | 7313 | 6199 | 10902 | 18483 | 50449 | 34821 | 15346 | 29342 | 53077 | 18441 | 1963 | 65094 | 8492 |
| Pct. composition | 44.6 | 51.1 | 43.0 | 54.9 | 47.2 | 48.4 | 51.5 | 51.6 | 48.0 | 44.7 | 44.2 | 44.5 | 51.5 | 45.7 |
| Pct. coverage | 100.0 | 10.7 | 9.1 | 16.0 | 27.0 | 73.8 | 51.0 | 22.5 | 42.9 | 77.7 | 27.0 | 2.9 | 95.3 | 12.4 |
| **Under 2 years** | 11901 | 1307 | 785 | 1981 | 3136 | 8840 | 6528 | 2569 | 4867 | 8087 | 2757 | 246 | 13053 | 1595 |
| Pct. composition | 7.8 | 9.1 | 5.4 | 10.0 | 8.2 | 8.5 | 9.6 | 8.6 | 8.0 | 6.8 | 6.6 | 5.6 | 10.3 | 8.6 |
| Pct. coverage | 100.0 | 11.0 | 6.6 | 16.6 | 26.9 | 74.3 | 54.9 | 21.6 | 40.9 | 68.0 | 23.2 | 2.1 | 109.7 | 13.4 |
| **2-5 years** | 23704 | 2513 | 1932 | 3481 | 6359 | 17048 | 12117 | 5612 | 8353 | 16767 | 5177 | 498 | 23028 | 2449 |
| Pct. composition | 15.5 | 17.6 | 13.4 | 17.5 | 16.2 | 16.3 | 17.9 | 18.9 | 13.7 | 14.1 | 12.4 | 11.3 | 18.2 | 13.2 |
| Pct. coverage | 100.0 | 10.6 | 8.2 | 14.7 | 26.8 | 71.9 | 51.1 | 23.7 | 35.2 | 70.7 | 21.8 | 2.1 | 97.1 | 10.3 |

## PRESENCE OF CHILDREN IN HOUSEHOLD · CONTINUED

| | U.S. total | Auto | Bus/ Fin'l | Outdoor | Shelter | Gen'l | Mens | Nat'l wklys | News | Sunday | Special appeal | Sports | Womens | Fashion/ Beauty |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **6-11 years** | 31406 | 3388 | 2705 | 4836 | 8750 | 22510 | 16092 | 6982 | 12870 | 24267 | 7952 | 1040 | 30852 | 3977 |
| Pct. composition | 20.5 | 23.7 | 18.7 | 24.4 | 22.3 | 21.6 | 23.8 | 23.5 | 21.0 | 20.4 | 19.1 | 23.6 | 24.4 | 21.4 |
| Pct. coverage | 100.0 | 10.8 | 8.6 | 15.4 | 27.9 | 71.7 | 51.2 | 22.2 | 41.0 | 77.3 | 25.3 | 3.3 | 98.2 | 12.7 |
| **12-17 years** | 35580 | 3312 | 3337 | 5584 | 9590 | 26168 | 16379 | 8100 | 16383 | 29322 | 10345 | 1004 | 31394 | 4546 |
| Pct. composition | 23.2 | 23.1 | 23.1 | 28.1 | 24.5 | 25.1 | 24.2 | 27.2 | 26.8 | 24.7 | 24.8 | 22.8 | 24.9 | 24.5 |
| Pct. coverage | 100.0 | 9.3 | 9.4 | 15.7 | 27.0 | 73.5 | 46.0 | 22.8 | 46.0 | 82.4 | 29.1 | 2.8 | 88.2 | 12.8 |

## GEOGRAPHIC REGION

| | U.S. total | Auto | Bus/ Fin'l | Outdoor | Shelter | Gen'l | Mens | Nat'l wklys | News | Sunday | Special appeal | Sports | Womens | Fashion/ Beauty |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Northeast** | 38350 | 2353 | 3960 | 2914 | 9301 | 24954 | 13991 | 6125 | 16821 | 36124 | 11372 | 1025 | 28300 | 5000 |
| Pct. composition | 25.0 | 16.4 | 27.4 | 14.7 | 23.7 | 23.9 | 20.7 | 20.6 | 27.5 | 30.4 | 27.2 | 23.3 | 22.4 | 26.9 |
| Pct. coverage | 100.0 | 6.1 | 10.3 | 7.6 | 24.3 | 65.1 | 36.5 | 16.0 | 43.9 | 94.2 | 29.7 | 2.7 | 73.8 | 13.0 |
| **East central** | 23926 | 2282 | 2022 | 4688 | 6363 | 15862 | 11500 | 4558 | 9163 | 21572 | 5632 | 808 | 21555 | 2674 |
| Pct. composition | 15.6 | 15.9 | 14.0 | 23.6 | 16.2 | 15.2 | 17.0 | 15.3 | 15.0 | 18.2 | 13.5 | 18.3 | 17.1 | 14.4 |
| Pct. coverage | 100.0 | 9.5 | 8.5 | 19.6 | 26.6 | 66.3 | 48.1 | 19.1 | 38.3 | 90.2 | 23.5 | 3.4 | 90.1 | 11.2 |
| **West central** | 26548 | 1950 | 2791 | 4211 | 6354 | 16913 | 10921 | 4148 | 11051 | 22445 | 6671 | 807 | 22396 | 2902 |
| Pct. composition | 17.3 | 13.6 | 19.3 | 21.2 | 16.2 | 16.2 | 16.1 | 13.9 | 18.1 | 18.9 | 16.0 | 18.3 | 17.7 | 15.6 |
| Pct. coverage | 100.0 | 7.3 | 10.5 | 15.9 | 23.9 | 63.7 | 41.1 | 15.6 | 41.6 | 84.5 | 25.1 | 3.0 | 84.4 | 10.9 |
| **South** | 40828 | 4167 | 2807 | 5126 | 10941 | 27241 | 16030 | 9320 | 13308 | 26312 | 8941 | 1300 | 34474 | 4747 |
| Pct. composition | 26.6 | 29.1 | 19.5 | 25.8 | 27.9 | 26.1 | 23.7 | 31.3 | 21.8 | 22.2 | 21.4 | 29.5 | 27.3 | 25.6 |
| Pct. coverage | 100.0 | 10.2 | 6.9 | 12.6 | 26.8 | 66.7 | 39.3 | 22.8 | 32.6 | 64.4 | 21.9 | 3.2 | 84.4 | 11.6 |
| **Pacific** | 23592 | 3568 | 2852 | 2906 | 6218 | 19324 | 15215 | 5588 | 10838 | 12229 | 9124 | 469 | 19584 | 3250 |
| Pct. composition | 15.4 | 24.9 | 19.8 | 14.6 | 15.9 | 18.5 | 22.5 | 18.8 | 17.7 | 10.3 | 21.9 | 10.6 | 15.5 | 17.5 |
| Pct. coverage | 100.0 | 15.1 | 12.1 | 12.3 | 26.4 | 81.9 | 64.5 | 23.7 | 45.9 | 51.8 | 38.7 | 2.0 | 83.0 | 13.8 |

## METRO/SUBURBAN

| | U.S. total | Auto | Bus/ Fin'l | Outdoor | Shelter | Gen'l | Mens | Nat'l wklys | News | Sunday | Special appeal | Sports | Womens | Fashion/ Beauty |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Metro central city** | 48871 | 4317 | 5157 | 4447 | 12960 | 31712 | 20866 | 9370 | 19952 | 39888 | 13735 | 1458 | 38907 | 7496 |
| Pct. composition | 31.9 | 30.1 | 35.7 | 22.4 | 33.1 | 30.4 | 30.8 | 31.5 | 32.6 | 33.6 | 32.9 | 33.1 | 30.8 | 40.4 |
| Pct. coverage | 100.0 | 8.8 | 10.6 | 9.1 | 26.5 | 64.9 | 42.7 | 19.2 | 40.8 | 81.6 | 28.1 | 3.0 | 79.6 | 15.3 |
| **Metro suburban** | 62412 | 6764 | 7115 | 7387 | 16083 | 43496 | 30464 | 11237 | 27741 | 51297 | 19226 | 1862 | 53345 | 7474 |
| Pct. composition | 40.7 | 47.2 | 49.3 | 37.2 | 41.1 | 41.7 | 45.0 | 37.8 | 45.3 | 43.2 | 46.1 | 42.3 | 42.2 | 40.2 |
| Pct. coverage | 100.0 | 10.8 | 11.4 | 11.8 | 25.8 | 69.7 | 48.8 | 18.0 | 44.4 | 82.2 | 30.8 | 3.0 | 85.5 | 12.0 |
| **Non metro** | 41962 | 3239 | 2160 | 8008 | 10133 | 29086 | 16326 | 9132 | 13487 | 27496 | 8778 | 1088 | 34056 | 3601 |
| Pct. composition | 27.4 | 22.6 | 15.0 | 40.4 | 25.9 | 27.9 | 24.1 | 30.7 | 22.0 | 23.2 | 21.0 | 24.7 | 27.0 | 19.4 |
| Pct. coverage | 100.0 | 7.7 | 5.1 | 19.1 | 24.1 | 69.3 | 38.9 | 21.8 | 32.1 | 65.5 | 20.9 | 2.6 | 81.2 | 8.6 |

## COUNTY BY SIZE

| | U.S. total | Auto | Bus/ Fin'l | Outdoor | Shelter | Gen'l | Mens | Nat'l wklys | News | Sunday | Special appeal | Sports | Womens | Fashion/ Beauty |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **A county** | 60190 | 5188 | 7531 | 5059 | 15232 | 38940 | 26535 | 9639 | 27969 | 51839 | 18872 | 1497 | 44973 | 8441 |
| Pct. composition | 39.3 | 36.2 | 52.2 | 25.5 | 38.9 | 37.3 | 39.2 | 32.4 | 45.7 | 43.7 | 45.2 | 34.0 | 35.6 | 45.5 |
| Pct. coverage | 100.0 | 8.6 | 12.5 | 8.4 | 25.3 | 64.7 | 44.1 | 16.0 | 46.5 | 86.1 | 31.4 | 2.5 | 74.7 | 14.0 |
| **B county** | 43422 | 4904 | 4385 | 5758 | 11844 | 31782 | 21412 | 10068 | 16734 | 35737 | 12071 | 1578 | 40320 | 5986 |
| Pct. composition | 28.3 | 34.2 | 30.4 | 29.0 | 30.2 | 30.5 | 31.6 | 33.9 | 27.4 | 30.1 | 28.9 | 35.8 | 31.9 | 32.2 |
| Pct. coverage | 100.0 | 11.3 | 10.1 | 13.3 | 27.3 | 73.2 | 49.3 | 23.2 | 38.5 | 82.3 | 27.8 | 3.6 | 92.9 | 13.8 |
| **C county** | 27559 | 2533 | 1647 | 5297 | 7034 | 19250 | 11787 | 5523 | 10655 | 17829 | 7579 | 802 | 22827 | 2661 |
| Pct. composition | 18.0 | 17.7 | 11.4 | 26.7 | 18.0 | 18.5 | 17.4 | 18.6 | 17.4 | 15.0 | 18.2 | 18.2 | 18.1 | 14.3 |
| Pct. coverage | 100.0 | 9.2 | 6.0 | 19.2 | 25.5 | 69.9 | 42.8 | 20.0 | 38.7 | 64.7 | 27.5 | 2.9 | 82.8 | 9.7 |
| **D county** | 22073 | 1695 | 869 | 3729 | 5066 | 14322 | 7923 | 4509 | 5821 | 13277 | 3218 | 531 | 18188 | 1484 |
| Pct. composition | 14.4 | 11.8 | 6.0 | 18.8 | 12.9 | 13.7 | 11.7 | 15.2 | 9.5 | 11.2 | 7.7 | 12.0 | 14.4 | 8.0 |
| Pct. coverage | 100.0 | 7.7 | 3.9 | 16.9 | 23.0 | 64.9 | 35.9 | 20.4 | 26.4 | 60.2 | 14.6 | 2.4 | 82.4 | 6.7 |

## TOTAL MEN

(in thousands)

| TOTALS | U.S. total | Auto | Bus/ Fin'l | Outdoor | Shelter | Gen'l | Mens | Nat'l wklys | News | Sunday | Special appeal | Sports | Womens | Fashion/ Beauty |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Total men** | 73557 | 12805 | 10582 | 15873 | 9674 | 45606 | 56240 | 12440 | 38422 | 58052 | 22429 | 3289 | 18941 | 1789 |
| Pct. composition | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |
| Pct. coverage | 100.0 | 17.4 | 14.4 | 21.6 | 13.2 | 62.0 | 76.5 | 16.9 | 52.2 | 78.9 | 30.5 | 4.5 | 25.8 | 2.4 |
| **AGE** | | | | | | | | | | | | | | |
| **18-24 years** | 14051 | 5641 | 1291 | 3924 | 1291 | 9994 | 18729 | 3333 | 8949 | 10126 | 4606 | 579* | 3223 | 465* |
| Pct. composition | 19.1 | 44.1 | 12.2 | 24.7 | 13.3 | 21.9 | 33.3 | 26.8 | 23.3 | 17.4 | 20.5 | 17.6 | 17.0 | 26.0 |
| Pct. coverage | 100.0 | 40.1 | 9.2 | 27.9 | 9.2 | 71.1 | 133.3 | 23.7 | 63.7 | 72.1 | 32.8 | 4.1 | 22.9 | 3.3 |
| **25-34 years** | 16874 | 4456 | 2975 | 4114 | 2728 | 11432 | 18346 | 3083 | 10672 | 12898 | 5960 | 831 | 5000 | 591 |
| Pct. composition | 22.9 | 34.8 | 28.1 | 25.9 | 28.2 | 25.1 | 32.6 | 24.8 | 27.8 | 22.2 | 26.6 | 25.3 | 26.4 | 33.0 |
| Pct. coverage | 100.0 | 26.4 | 17.6 | 24.4 | 16.2 | 67.7 | 108.7 | 18.3 | 63.2 | 76.4 | 35.3 | 4.9 | 29.6 | 3.5 |
| **35-54 years** | 23573 | 2034 | 4506 | 4868 | 3337 | 14292 | 13846 | 3741 | 13043 | 20172 | 7549 | 1221 | 6260 | 524 |
| Pct. composition | 32.0 | 15.9 | 42.6 | 30.7 | 34.5 | 31.3 | 24.6 | 30.1 | 33.9 | 34.7 | 33.7 | 37.1 | 33.0 | 29.3 |
| Pct. coverage | 100.0 | 8.6 | 19.1 | 20.7 | 14.2 | 60.6 | 58.7 | 15.9 | 55.3 | 85.6 | 32.0 | 5.2 | 26.6 | 2.2 |
| **55 & older** | 19058 | 675 | 1810 | 2968 | 2318 | 9889 | 5320 | 2284 | 5759 | 14857 | 4314 | 658 | 4459 | 209* |
| Pct. composition | 25.9 | 5.3 | 17.1 | 18.7 | 24.0 | 21.7 | 9.5 | 18.4 | 15.0 | 25.6 | 19.2 | 20.0 | 23.5 | 11.7 |
| Pct. coverage | 100.0 | 3.5 | 9.5 | 15.6 | 12.2 | 51.9 | 27.9 | 12.0 | 30.2 | 78.0 | 22.6 | 3.5 | 23.4 | 1.1 |
| **65 & older** | 9260 | 340* | 532 | 1092 | 912 | 4249 | 1866 | 1074 | 2133 | 6701 | 1829 | 154* | 1962 | 35* |
| Pct. composition | 12.6 | 2.7 | 5.0 | 6.9 | 9.4 | 9.3 | 3.3 | 8.6 | 5.6 | 11.5 | 8.2 | 4.7 | 10.4 | 2.0 |
| Pct. coverage | 100.0 | 3.7 | 5.7 | 11.8 | 9.8 | 45.9 | 20.2 | 11.6 | 23.0 | 72.4 | 19.8 | 1.7 | 21.2 | 0.4 |
| **25-54 years** | 40447 | 6490 | 7481 | 8982 | 6065 | 25724 | 32191 | 6824 | 23714 | 33070 | 13509 | 2052 | 11260 | 1115 |
| Pct. composition | 55.0 | 50.7 | 70.7 | 56.6 | 62.7 | 56.4 | 57.2 | 54.9 | 61.7 | 57.0 | 60.2 | 62.4 | 59.4 | 62.3 |
| Pct. coverage | 100.0 | 16.0 | 18.5 | 22.2 | 15.0 | 63.6 | 79.6 | 16.9 | 58.6 | 81.8 | 33.4 | 5.1 | 27.8 | 2.8 |
| **18-49 years** | 48328 | 11656 | 7567 | 11773 | 6664 | 31930 | 48017 | 9042 | 29141 | 37844 | 16211 | 2351 | 12885 | 1468 |
| Pct. composition | 65.7 | 91.0 | 71.5 | 74.2 | 68.9 | 70.0 | 85.4 | 72.7 | 75.8 | 65.2 | 72.3 | 71.5 | 68.0 | 82.1 |
| Pct. coverage | 100.0 | 24.1 | 15.7 | 24.4 | 13.8 | 66.1 | 99.4 | 18.7 | 60.3 | 78.3 | 33.5 | 4.9 | 26.7 | 3.0 |
| **EDUCATION** | | | | | | | | | | | | | | |
| **Att/Grad college +** | 24683 | 4026 | 8479 | 4890 | 4906 | 17655 | 22395 | 3151 | 22097 | 23593 | 14759 | 2030 | 7197 | 801 |
| Pct. composition | 33.6 | 31.4 | 80.1 | 30.8 | 50.7 | 38.7 | 39.8 | 25.3 | 57.5 | 40.6 | 65.8 | 61.7 | 38.0 | 44.8 |
| Pct. coverage | 100.0 | 16.3 | 34.4 | 19.8 | 19.9 | 71.5 | 90.7 | 12.8 | 89.5 | 95.6 | 59.8 | 8.2 | 29.2 | 3.2 |
| **High school grad** | 50094 | 9946 | 10199 | 11873 | 7888 | 35492 | 45079 | 8161 | 33660 | 44018 | 20102 | 2998 | 14088 | 1440 |
| Pct. composition | 68.1 | 77.7 | 96.4 | 74.8 | 81.5 | 77.8 | 80.2 | 65.6 | 87.6 | 75.8 | 89.6 | 91.2 | 74.4 | 80.5 |
| Pct. coverage | 100.0 | 19.9 | 20.4 | 23.7 | 15.7 | 70.9 | 90.0 | 16.3 | 67.2 | 87.9 | 40.1 | 6.0 | 28.1 | 2.9 |
| **Not HS grad** | 23463 | 2859 | 383* | 4000 | 1786 | 10114 | 11162 | 4279 | 4763 | 14034 | 2327 | 291* | 4853 | 349* |
| Pct. composition | 31.9 | 22.3 | 3.6 | 25.2 | 18.5 | 22.2 | 19.8 | 34.4 | 12.4 | 24.2 | 10.4 | 8.8 | 25.6 | 19.5 |
| Pct. coverage | 100.0 | 12.2 | 1.6 | 17.0 | 7.6 | 43.1 | 47.6 | 18.2 | 20.3 | 59.8 | 9.9 | 1.2 | 20.7 | 1.5 |
| **HOUSEHOLD INCOME** | | | | | | | | | | | | | | |
| **$25,000 & over** | 15943 | 2799 | 5623 | 3332 | 2698 | 11146 | 14128 | 2266 | 13697 | 15885 | 8805 | 1388 | 4187 | 774 |
| Pct. composition | 21.7 | 21.9 | 53.1 | 21.0 | 27.9 | 24.4 | 25.1 | 18.2 | 35.6 | 27.4 | 39.3 | 42.2 | 22.1 | 43.3 |
| Pct. coverage | 100.0 | 17.6 | 35.3 | 20.9 | 16.9 | 69.9 | 88.6 | 14.2 | 85.9 | 99.6 | 55.2 | 8.7 | 26.3 | 4.9 |
| **$20,000-24,999** | 11178 | 2580 | 1706 | 2801 | 1916 | 8037 | 10717 | 2225 | 6430 | 9369 | 3949 | 512 | 3204 | 234* |
| Pct. composition | 15.2 | 20.1 | 16.1 | 17.6 | 19.8 | 17.6 | 19.1 | 17.9 | 16.7 | 16.1 | 17.6 | 15.6 | 16.9 | 13.1 |
| Pct. coverage | 100.0 | 23.1 | 15.3 | 25.1 | 17.1 | 71.9 | 95.9 | 19.9 | 57.5 | 83.8 | 35.3 | 4.6 | 28.7 | 2.1 |

## HOUSEHOLD INCOME CONTINUED

| | U.S. total | Auto | Bus/ Fin'l | Outdoor | Shelter | Gen'l | Mens | Nat'l wklys | News | Sunday | Special appeal | Sports | Womens | Fashion/ Beauty |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **$15,000-19,999** | 13014 | 1940 | 1048 | 3490 | 1896 | 8447 | 9782 | 1967 | 6735 | 11079 | 3546 | 585 | 3350 | 164* |
| Pct. composition | 17.7 | 15.2 | 9.9 | 22.0 | 19.6 | 18.5 | 17.4 | 15.8 | 17.5 | 19.1 | 15.8 | 17.8 | 17.7 | 9.2 |
| Pct. coverage | 100.0 | 14.9 | 8.1 | 26.8 | 14.6 | 64.9 | 75.2 | 15.1 | 51.8 | 85.1 | 27.2 | 4.5 | 25.7 | 1.3 |
| **$10,000-14,999** | 14713 | 3277 | 1183 | 3345 | 1660 | 8840 | 12192 | 2682 | 6294 | 10624 | 3061 | 499* | 4029 | 187* |
| Pct. composition | 20.0 | 25.6 | 11.2 | 21.1 | 17.2 | 19.4 | 21.7 | 21.6 | 16.4 | 18.3 | 13.6 | 15.2 | 21.3 | 10.5 |
| Pct. coverage | 100.0 | 22.3 | 8.0 | 22.7 | 11.3 | 60.1 | 82.9 | 18.2 | 42.8 | 72.2 | 20.8 | 3.4 | 27.4 | 1.3 |
| **Under $10,000** | 18709 | 2210 | 1024 | 2906 | 1504 | 9138 | 9422 | 3301 | 5269 | 11097 | 3069 | 305* | 4171 | 431* |
| Pct. composition | 25.4 | 17.3 | 9.7 | 18.3 | 15.5 | 20.0 | 16.8 | 26.5 | 13.7 | 19.1 | 13.7 | 9.3 | 22.0 | 24.1 |
| Pct. coverage | 100.0 | 11.8 | 5.5 | 15.5 | 8.0 | 48.8 | 50.4 | 17.6 | 28.2 | 59.3 | 16.4 | 1.6 | 22.3 | 2.3 |

## OCCUPATION

| | U.S. total | Auto | Bus/ Fin'l | Outdoor | Shelter | Gen'l | Mens | Nat'l wklys | News | Sunday | Special appeal | Sports | Womens | Fashion/ Beauty |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Prof/Managerial** | 17287 | 2349 | 6705 | 2797 | 3378 | 11634 | 13409 | 1943 | 15344 | 17319 | 9933 | 1494 | 5450 | 596 |
| Pct. composition | 23.5 | 18.3 | 63.4 | 17.6 | 34.9 | 25.5 | 23.8 | 15.6 | 39.9 | 29.8 | 44.3 | 45.4 | 28.8 | 33.3 |
| Pct. coverage | 100.0 | 13.6 | 38.8 | 16.2 | 19.5 | 67.3 | 77.6 | 11.2 | 88.8 | 100.2 | 57.5 | 8.6 | 31.5 | 3.4 |
| **Clerical/Sales** | 6800 | 1485 | 1331 | 1125 | 976 | 4555 | 5689 | 1295 | 4677 | 5843 | 2436 | 500 | 1781 | 189* |
| Pct. composition | 9.2 | 11.6 | 12.6 | 7.1 | 10.1 | 10.0 | 10.1 | 10.4 | 12.2 | 10.1 | 10.9 | 15.2 | 9.4 | 10.6 |
| Pct. coverage | 100.0 | 21.8 | 19.6 | 16.5 | 14.4 | 67.0 | 83.7 | 19.0 | 68.8 | 85.9 | 35.8 | 7.4 | 26.2 | 2.8 |
| **Craftsman/ Foreman** | 11884 | 3148 | 389 | 3875 | 1409 | 7621 | 12337 | 1981 | 4183 | 8829 | 2311 | 229* | 2870 | 72* |
| Pct. composition | 16.2 | 24.6 | 3.7 | 24.4 | 14.6 | 16.7 | 21.9 | 15.9 | 10.9 | 15.2 | 10.3 | 7.0 | 15.2 | 4.0 |
| Pct. coverage | 100.0 | 26.5 | 3.3 | 32.6 | 11.9 | 64.1 | 103.8 | 16.7 | 35.2 | 74.3 | 19.4 | 1.9 | 24.2 | 0.6 |
| **Other employment** | 19157 | 3670 | 1025 | 5098 | 2145 | 11243 | 15182 | 3894 | 7142 | 12917 | 3682 | 655* | 4753 | 506* |
| Pct. composition | 26.0 | 28.7 | 9.7 | 32.1 | 22.2 | 24.7 | 27.0 | 31.3 | 18.6 | 22.3 | 16.4 | 19.9 | 25.1 | 28.3 |
| Pct. coverage | 100.0 | 19.2 | 5.4 | 26.6 | 11.2 | 58.7 | 79.3 | 20.3 | 37.3 | 67.4 | 19.2 | 3.4 | 24.8 | 2.6 |
| **Not employed** | 18428 | 2154 | 1133 | 2978 | 1766 | 10554 | 9624 | 3327 | 7077 | 13145 | 4068 | 412 | 4089 | 427* |
| Pct. composition | 25.1 | 16.8 | 10.7 | 18.8 | 18.3 | 23.1 | 17.1 | 26.7 | 18.4 | 22.6 | 18.1 | 12.5 | 21.6 | 23.9 |
| Pct. coverage | 100.0 | 11.7 | 6.1 | 16.2 | 9.6 | 57.3 | 52.2 | 18.1 | 38.4 | 71.3 | 22.1 | 2.2 | 22.2 | 2.3 |

## MARITAL STATUS

| | U.S. total | Auto | Bus/ Fin'l | Outdoor | Shelter | Gen'l | Mens | Nat'l wklys | News | Sunday | Special appeal | Sports | Womens | Fashion/ Beauty |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Married** | 50659 | 6345 | 7458 | 11694 | 7457 | 31047 | 32629 | 7981 | 24098 | 40529 | 13887 | 2271 | 14597 | 991 |
| Pct. composition | 68.9 | 49.6 | 70.5 | 73.7 | 77.1 | 68.1 | 58.0 | 64.2 | 62.7 | 69.8 | 61.9 | 69.0 | 77.1 | 55.4 |
| Pct. coverage | 100.0 | 12.5 | 14.7 | 23.1 | 14.7 | 61.3 | 64.4 | 15.8 | 47.6 | 80.0 | 27.4 | 4.5 | 28.8 | 2.0 |
| **Single** | 16176 | 5454 | 2324 | 2993 | 1583 | 10998 | 18750 | 3568 | 11167 | 12996 | 6110 | 761 | 3210 | 656* |
| Pct. composition | 22.0 | 42.6 | 22.0 | 18.9 | 16.4 | 24.1 | 33.3 | 28.7 | 29.1 | 22.4 | 27.2 | 23.1 | 16.9 | 36.7 |
| Pct. coverage | 100.0 | 33.7 | 14.4 | 18.5 | 9.8 | 68.0 | 115.9 | 22.1 | 69.0 | 80.3 | 37.8 | 4.7 | 19.8 | 4.1 |
| **Div/Sep/Wid** | 6722 | 1007* | 801 | 1186 | 634 | 3562 | 4862 | 891 | 3158 | 4528 | 2432 | 258* | 1134 | 143* |
| Pct. composition | 9.1 | 7.9 | 7.6 | 7.5 | 6.6 | 7.8 | 8.6 | 7.2 | 8.2 | 7.8 | 10.8 | 7.8 | 6.0 | 8.0 |
| Pct. coverage | 100.0 | 15.0 | 11.9 | 17.6 | 9.4 | 53.0 | 72.3 | 13.3 | 47.0 | 67.4 | 36.2 | 3.8 | 16.9 | 2.1 |

## PRESENCE OF CHILDREN IN HOUSEHOLD

| | U.S. total | Auto | Bus/ Fin'l | Outdoor | Shelter | Gen'l | Mens | Nat'l wklys | News | Sunday | Special appeal | Sports | Womens | Fashion/ Beauty |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Respondents with children in HH** | 31992 | 6272 | 4587 | 8712 | 4558 | 21319 | 28250 | 6259 | 18664 | 25312 | 9658 | 1457 | 9461 | 607 |
| Pct. composition | 43.5 | 49.0 | 43.3 | 54.9 | 47.1 | 46.7 | 50.2 | 50.3 | 48.6 | 43.6 | 43.1 | 44.3 | 49.9 | 33.9 |
| Pct. coverage | 100.0 | 19.6 | 14.3 | 27.2 | 14.2 | 66.6 | 88.3 | 19.6 | 58.3 | 79.1 | 30.2 | 4.6 | 29.6 | 1.9 |
| **Under 2 years** | 5387 | 1037 | 566 | 1624 | 824 | 3604 | 4944 | 1143 | 3257 | 3967 | 1362 | 199* | 1934 | 140* |
| Pct. composition | 7.3 | 8.1 | 5.3 | 10.2 | 8.5 | 7.9 | 8.8 | 9.2 | 8.5 | 6.8 | 6.1 | 6.1 | 10.2 | 7.8 |
| Pct. coverage | 100.0 | 19.3 | 10.5 | 30.1 | 15.3 | 66.9 | 91.8 | 21.2 | 60.5 | 73.6 | 25.3 | 3.7 | 35.9 | 2.6 |
| **2-5 years** | 10987 | 2194 | 1569 | 2757 | 1666 | 7028 | 9720 | 2069 | 5473 | 7982 | 2750 | 417 | 3293 | 178* |
| Pct. composition | 14.9 | 17.1 | 14.8 | 17.4 | 17.2 | 15.4 | 17.3 | 16.6 | 14.2 | 13.7 | 12.3 | 12.7 | 17.4 | 9.9 |
| Pct. coverage | 100.0 | 20.0 | 14.3 | 25.1 | 15.2 | 64.0 | 88.5 | 18.8 | 49.8 | 72.6 | 25.0 | 3.8 | 30.0 | 1.6 |

## PRESENCE OF CHILDREN IN HOUSEHOLD CONTINUED

| | U.S. total | Auto | Bus/ Fin'l | Outdoor | Shelter | Gen'l | Mens | Nat'l wklys | News | Sunday | Special appeal | Sports | Womens | Fashion/ Beauty |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **6-11 years** | 13952 | 2935 | 1966 | 3769 | 2316 | 8965 | 12997 | 2580 | 7905 | 11486 | 3986 | 780 | 4743 | 210* |
| Pct. composition | 19.0 | 22.9 | 18.6 | 23.7 | 23.9 | 19.7 | 23.1 | 20.7 | 20.6 | 19.8 | 17.8 | 23.7 | 25.0 | 11.7 |
| Pct. coverage | 100.0 | 21.0 | 14.1 | 27.0 | 16.6 | 64.3 | 93.2 | 18.5 | 56.7 | 82.3 | 28.6 | 5.6 | 34.0 | 1.5 |
| **12-17 years** | 16349 | 2806 | 2349 | 4365 | 2135 | 11106 | 13369 | 3293 | 10076 | 13619 | 5444 | 706 | 3986 | 314* |
| Pct. composition | 22.2 | 21.9 | 22.2 | 27.5 | 22.1 | 24.4 | 23.8 | 26.5 | 26.2 | [illegible] | 24.3 | 21.5 | 21.0 | 17.6 |
| Pct. coverage | 100.0 | 17.2 | 14.4 | 26.7 | 13.1 | 67.9 | 81.8 | 20.1 | 61.6 | [illegible] | 33.3 | 4.3 | 24.4 | 1.9 |

## GEOGRAPHIC REGION

| | U.S. total | Auto | Bus/ Fin'l | Outdoor | Shelter | Gen'l | Mens | Nat'l wklys | News | Sunday | Special appeal | Sports | Womens | Fashion/ Beauty |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Northeast** | 18296 | 2125 | 2973 | 2486 | 2096 | 10746 | 12004 | 2501 | 10540 | 17942 | 6181 | 806 | 2839 | 414 |
| Pct. composition | 24.9 | 16.6 | 28.1 | 15.7 | 21.7 | 23.6 | 21.3 | 20.1 | 27.4 | 30.9 | 27.6 | 24.5 | 15.0 | 23.1 |
| Pct. coverage | 100.0 | 11.6 | 16.2 | 13.6 | 11.5 | 58.7 | 65.6 | 13.7 | 57.6 | 98.1 | 33.8 | 4.4 | 15.5 | 2.3 |
| **East central** | 11532 | 1991 | 1405 | 3700 | 1621 | 7199 | 9522 | 2109 | 5491 | 10347 | 2847 | 566 | 3671 | 216* |
| Pct. composition | 15.7 | 15.5 | 13.3 | 23.3 | 16.8 | 15.8 | 16.9 | 17.0 | 14.3 | 17.8 | 12.7 | 17.2 | 19.4 | 12.1 |
| Pct. coverage | 100.0 | 17.3 | 12.2 | 32.1 | 14.1 | 62.4 | 82.6 | 18.3 | 47.6 | 89.7 | 24.7 | 4.9 | 31.8 | 1.9 |
| **West central** | 12892 | 1740 | 1995 | 3173 | 1106 | 7386 | 8884 | 1692 | 6737 | 10875 | 3381 | 559 | 2126 | 183* |
| Pct. composition | 17.5 | 13.6 | 18.9 | 20.0 | 11.4 | 16.2 | 15.8 | 13.6 | 17.5 | 18.7 | 15.1 | 17.0 | 11.2 | 10.2 |
| Pct. coverage | 100.0 | 13.5 | 15.5 | 24.6 | 8.6 | 57.3 | 68.9 | 13.1 | 52.3 | 84.4 | 26.2 | 4.3 | 16.5 | 1.4 |
| **South** | 19356 | 3677 | 2121 | 4095 | 2970 | 11757 | 13071 | 3840 | 8699 | 12996 | 4872 | 979 | 6864 | 634* |
| Pct. composition | 26.3 | 28.7 | 20.0 | 25.8 | 30.7 | 25.8 | 23.2 | 30.9 | 22.6 | 22.4 | 21.7 | 29.8 | 36.2 | 35.4 |
| Pct. coverage | 100.0 | 19.0 | 11.0 | 21.2 | 15.3 | 60.7 | 67.5 | 19.8 | 44.9 | 67.1 | 25.2 | 5.1 | 35.5 | 3.3 |
| **Pacific** | 11481 | 3273 | 2089 | 2421 | 1882 | 8518 | 12760 | 2298 | 6957 | 5893 | 5149 | 380 | 3442 | 343* |
| Pct. composition | 15.6 | 25.6 | 19.7 | 15.3 | 19.5 | 18.7 | 22.7 | 18.5 | 18.1 | 10.2 | 23.0 | 11.6 | 18.2 | 19.2 |
| Pct. coverage | 100.0 | 28.5 | 18.2 | 21.1 | 16.4 | 74.2 | 111.1 | 20.0 | 60.6 | 51.3 | 44.8 | 3.3 | 30.0 | 3.0 |

## METRO/SUBURBAN

| | U.S. total | Auto | Bus/ Fin'l | Outdoor | Shelter | Gen'l | Mens | Nat'l wklys | News | Sunday | Special appeal | Sports | Womens | Fashion/ Beauty |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Metro central city** | 23286 | 3903 | 3635 | 3753 | 3142 | 14150 | 17412 | 4210 | 12487 | 19509 | 7615 | 1169 | 6336 | 874 |
| Pct. composition | 31.7 | 30.5 | 34.4 | 23.6 | 32.5 | 31.0 | 31.0 | 33.8 | 32.5 | 33.6 | 34.0 | 35.5 | 33.5 | 48.9 |
| Pct. coverage | 100.0 | 16.8 | 15.6 | 16.1 | 13.5 | 60.8 | 74.8 | 18.1 | 53.6 | 83.8 | 32.7 | 5.0 | 27.2 | 3.8 |
| **Metro suburban** | 29965 | 6034 | 5413 | 5887 | 4029 | 18309 | 25405 | 4354 | 17306 | 24660 | 10157 | 1376 | 7166 | 800 |
| Pct. composition | 40.7 | 47.1 | 51.2 | 37.1 | 41.6 | 40.1 | 45.2 | 35.0 | 45.0 | 42.5 | 45.3 | 41.8 | 37.8 | 44.7 |
| Pct. coverage | 100.0 | 20.1 | 18.1 | 19.6 | 13.4 | 61.1 | 84.8 | 14.5 | 57.8 | 82.3 | 33.9 | 4.6 | 23.9 | 2.7 |
| **Non metro** | 20306 | 2869 | 1535 | 6233 | 2504 | 13147 | 13424 | 3376 | 8630 | 13883 | 4658 | 744* | 5440 | 116* |
| Pct. composition | 27.6 | 22.4 | 14.5 | 39.3 | 25.9 | 28.8 | 23.9 | 31.2 | 22.5 | 23.9 | 20.8 | 22.6 | 28.7 | 6.5 |
| Pct. coverage | 100.0 | 14.1 | 7.6 | 30.7 | 12.3 | 64.7 | 66.1 | 19.1 | 42.5 | 68.4 | 22.9 | 3.7 | 26.8 | 0.6 |

## COUNTY BY SIZE

| | U.S. total | Auto | Bus/ Fin'l | Outdoor | Shelter | Gen'l | Mens | Nat'l wklys | News | Sunday | Special appeal | Sports | Womens | Fashion/ Beauty |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **A county** | 28790 | 4788 | 5491 | 4159 | 3651 | 16631 | 22362 | 3846 | 17420 | 25113 | 10163 | 1111 | 5636 | 766 |
| Pct. composition | 39.1 | 37.4 | 51.9 | 26.2 | 37.7 | 36.5 | 39.8 | 30.9 | 45.3 | 43.3 | 45.3 | 33.8 | 29.8 | 42.8 |
| Pct. coverage | 100.0 | 16.6 | 19.1 | 14.4 | 12.7 | 57.8 | 77.7 | 13.4 | 60.5 | 87.2 | 35.3 | 3.9 | 19.6 | 2.7 |
| **B county** | 20734 | 4265 | 3260 | 4670 | 2960 | 14127 | 17744 | 4317 | 10376 | 17213 | 6513 | 1236 | 6529 | 886 |
| Pct. composition | 28.2 | 33.3 | 30.8 | 29.4 | 30.6 | 31.0 | 31.6 | 34.7 | 27.0 | 29.7 | 29.0 | 37.6 | 34.5 | 49.5 |
| Pct. coverage | 100.0 | 20.6 | 15.7 | 22.5 | 14.3 | 68.1 | 85.6 | 20.8 | 50.0 | 83.0 | 31.4 | 6.0 | 31.5 | 4.3 |
| **C county** | 13371 | 2257 | 1302 | 4214 | 1902 | 8210 | 9603 | 2120 | 7061 | 9493 | 4417 | 551* | 3883 | 77* |
| Pct. composition | 18.2 | 17.6 | 12.3 | 26.5 | 19.7 | 18.0 | 17.1 | 17.0 | 18.4 | 16.4 | 19.7 | 16.8 | 20.5 | 4.3 |
| Pct. coverage | 100.0 | 16.9 | 9.7 | 31.5 | 14.2 | 61.4 | 71.8 | 15.9 | 52.8 | 71.0 | 33.0 | 4.1 | 29.0 | 0.6 |
| **D county** | 10662 | 1496 | 529* | 2831 | 1162* | 6638 | 6532 | 2157 | 3566 | 6234 | 1337 | 392* | 2893 | 60* |
| Pct. composition | 14.5 | 11.7 | 5.0 | 17.8 | 12.0 | 14.6 | 11.6 | 17.3 | 9.3 | 10.7 | 6.0 | 11.9 | 15.3 | 3.4 |
| Pct. coverage | 100.0 | 14.0 | 5.0 | 26.6 | 10.9 | 62.3 | 61.3 | 20.2 | 33.4 | 58.5 | 12.5 | 3.7 | 27.1 | 0.6 |

## TOTAL WOMEN

(in thousands)

### TOTALS

| | U.S. total | Auto | Bus/ Fin'l | Outdoor | Shelter | Gen'l | Mens | Nat'l wklys | News | Sunday | Special appeal | Sports | Womens | Fashion/ Beauty |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Total Women** | 79687 | 1514 | 3849 | 3970 | 29502 | 58688 | 11416 | 17299 | 22757 | 60629 | 19310 | 1119 | 107367 | 16782 |
| Pct. composition | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |
| Pct. coverage | 100.0 | 1.9 | 4.8 | 5.0 | 37.0 | 73.6 | 14.3 | 21.7 | 28.6 | 76.1 | 24.2 | 1.4 | 134.7 | 21.1 |

### AGE

| | U.S. total | Auto | Bus/ Fin'l | Outdoor | Shelter | Gen'l | Mens | Nat'l wklys | News | Sunday | Special appeal | Sports | Womens | Fashion/ Beauty |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **18-24 years** | 14106 | 499* | 575 | 801 | 4840 | 12002 | 3670 | 4003 | 5362 | 10033 | 3675 | 167* | 21419 | 6214 |
| Pct. composition | 17.7 | 33.0 | 14.9 | 20.2 | 16.4 | 20.5 | 32.1 | 23.1 | 23.6 | 16.5 | 19.0 | 14.9 | 19.9 | 37.0 |
| Pct. coverage | 100.0 | 3.5 | 4.1 | 5.7 | 34.3 | 85.1 | 26.0 | 28.4 | 38.0 | 71.1 | 26.1 | 1.2 | 151.8 | 44.1 |
| **25-34 years** | 17018 | 397* | 999 | 904 | 7580 | 14880 | 3489 | 3684 | 5479 | 12696 | 4959 | 221* | 28988 | 4316 |
| Pct. composition | 21.4 | 26.2 | 26.0 | 22.8 | 25.7 | 25.4 | 30.6 | 21.3 | 24.1 | 20.9 | 25.7 | 19.7 | 27.0 | 25.7 |
| Pct. coverage | 100.0 | 2.3 | 5.9 | 5.3 | 44.5 | 87.4 | 20.5 | 21.6 | 32.2 | 74.6 | 29.1 | 1.3 | 170.3 | 25.4 |
| **35-54 years** | 24323 | 508 | 1526 | 1197 | 10100 | 17132 | 3018 | 5417 | 7350 | 20178 | 6196 | 451 | 32817 | 4156 |
| Pct. composition | 30.5 | 33.6 | 39.6 | 30.2 | 34.2 | 29.2 | 26.4 | 31.3 | 32.3 | 33.3 | 32.1 | 40.3 | 30.6 | 24.8 |
| Pct. coverage | 100.0 | 2.1 | 6.3 | 4.9 | 41.5 | 70.4 | 12.4 | 22.3 | 30.2 | 83.0 | 25.5 | 1.9 | 134.9 | 17.1 |
| **55 & older** | 24241 | 110* | 750 | 1069 | 6984 | 14675 | 1240 | 4196 | 4567 | 17723 | 4481 | 281* | 24143 | 2097 |
| Pct. composition | 30.4 | 7.3 | 19.5 | 26.9 | 23.7 | 25.0 | 10.9 | 24.3 | 20.1 | 29.2 | 23.2 | 25.1 | 22.5 | 12.5 |
| Pct. coverage | 100.0 | 0.5 | 3.1 | 4.4 | 28.8 | 60.5 | 5.1 | 17.3 | 18.8 | 73.1 | 18.5 | 1.2 | 99.6 | 8.7 |
| **65 & older** | 13295 | 28* | 255* | 496* | 2728 | 7179 | 407* | 1880 | 1973 | 8850 | 2070 | 32* | 9939 | 791 |
| Pct. composition | 16.7 | 1.8 | 6.6 | 12.5 | 9.2 | 12.2 | 3.6 | 10.9 | 8.7 | 14.6 | 10.7 | 2.9 | 9.3 | 4.7 |
| Pct. coverage | 100.0 | 0.2 | 1.9 | 3.7 | 20.5 | 54.0 | 3.1 | 14.1 | 14.8 | 66.6 | 15.6 | 0.2 | 74.8 | 5.9 |
| **25-54 years** | 41341 | 905 | 2525 | 2101 | 17679 | 32012 | 6506 | 9100 | 12829 | 32873 | 11155 | 671 | 61805 | 8472 |
| Pct. composition | 51.9 | 59.8 | 65.6 | 52.9 | 59.9 | 54.5 | 57.0 | 52.6 | 56.4 | 54.2 | 57.8 | 60.0 | 57.6 | 50.5 |
| Pct. coverage | 100.0 | 2.2 | 6.1 | 5.1 | 42.8 | 77.4 | 15.7 | 22.0 | 31.0 | 79.5 | 27.0 | 1.6 | 149.5 | 20.5 |
| **18-49 years** | 49352 | 1333 | 2644 | 2680 | 19823 | 39812 | 9608 | 12007 | 16235 | 37561 | 13113 | 772 | 75641 | 13674 |
| Pct. composition | 61.9 | 88.0 | 68.7 | 67.5 | 67.2 | 67.8 | 84.2 | 69.4 | 71.3 | 62.0 | 67.9 | 69.0 | 70.5 | 81.5 |
| Pct. coverage | 100.0 | 2.7 | 5.4 | 5.4 | 40.2 | 80.7 | 19.5 | 24.3 | 32.9 | 76.1 | 26.6 | 1.6 | 153.3 | 27.7 |

### EDUCATION

| | U.S. total | Auto | Bus/ Fin'l | Outdoor | Shelter | Gen'l | Mens | Nat'l wklys | News | Sunday | Special appeal | Sports | Womens | Fashion/ Beauty |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Att/Grad college+** | 20484 | 295* | 2150 | 1024 | 11116 | 17599 | 4131 | 2994 | 11079 | 18488 | 10427 | 521 | 36450 | 7246 |
| Pct. composition | 25.7 | 19.5 | 55.9 | 25.8 | 37.7 | 30.0 | 36.2 | 17.3 | 48.7 | 30.5 | 54.0 | 46.6 | 33.9 | 43.2 |
| Pct. coverage | 100.0 | 1.4 | 10.5 | 5.0 | 54.3 | 85.9 | 20.2 | 14.6 | 54.1 | 90.3 | 50.9 | 2.5 | 177.9 | 35.4 |
| **High school grad** | 53268 | 1025 | 3621 | 2929 | 23928 | 43880 | 9216 | 10326 | 19947 | 45246 | 16894 | 1000 | 85940 | 14619 |
| Pct. composition | 66.8 | 67.7 | 94.1 | 73.8 | 81.1 | 74.8 | 80.7 | 59.7 | 87.7 | 74.6 | 87.5 | 89.4 | 80.0 | 87.1 |
| Pct. coverage | 100.0 | 1.9 | 6.8 | 5.5 | 44.9 | 82.4 | 17.3 | 19.4 | 37.4 | 84.9 | 31.7 | 1.9 | 161.3 | 27.4 |
| **Not HS grad** | 26419 | 489* | 228* | 1041 | 5574 | 14809 | 2199 | 6973 | 2810 | 15383 | 2416 | 119* | 21428 | 2163 |
| Pct. composition | 33.2 | 32.3 | 5.9 | 26.2 | 18.9 | 25.2 | 19.3 | 40.3 | 12.3 | 25.4 | 12.5 | 10.6 | 20.0 | 12.9 |
| Pct. coverage | 100.0 | 1.9 | 0.9 | 3.9 | 21.1 | 56.1 | 8.3 | 26.4 | 10.6 | 58.2 | 9.1 | 0.5 | 81.1 | 8.2 |

### HOUSEHOLD INCOME

| | U.S. total | Auto | Bus/ Fin'l | Outdoor | Shelter | Gen'l | Mens | Nat'l wklys | News | Sunday | Special appeal | Sports | Womens | Fashion/ Beauty |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **$25,000 & over** | 13338 | 260* | 1564 | 923 | 7719 | 11652 | 2789 | 2210 | 7168 | 12943 | 6164 | 554 | 23878 | 4679 |
| Pct. composition | 16.7 | 17.2 | 40.6 | 23.2 | 26.2 | 19.9 | 24.4 | 12.8 | 31.5 | 21.3 | 31.9 | 49.5 | 22.2 | 27.9 |
| Pct. coverage | 100.0 | 1.9 | 11.7 | 6.9 | 57.9 | 87.4 | 20.9 | 16.6 | 53.7 | 97.0 | 46.2 | 4.2 | 179.0 | 35.1 |
| **$20,000-24,999** | 9461 | 198* | 602 | 474* | 4188 | 7365 | 1746 | 2033 | 3487 | 8660 | 2951 | 178* | 16252 | 2616 |
| Pct. composition | 11.9 | 13.1 | 15.6 | 11.9 | 14.2 | 12.5 | 15.3 | 11.8 | 15.3 | 14.3 | 15.3 | 15.9 | 15.1 | 15.6 |
| Pct. coverage | 100.0 | 2.1 | 6.4 | 5.0 | 44.3 | 77.8 | 18.5 | 21.5 | 36.9 | 91.5 | 31.2 | 1.9 | 171.8 | 27.7 |

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## HOUSEHOLD INCOME CONTINUED

| | U.S. total | Auto | Bus/ Fin'l | Outdoor | Shelter | Gen'l | Mens | Nat'l wklys | News | Sunday | Special appeal | Sports | Womens | Fashion/ Beauty |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **$15,000-19,999** | 12710 | 309* | 523 | 664 | 5322 | 10009 | 1577 | 2931 | 3308 | 10363 | 3069 | 150* | 18658 | 2450 |
| Pct. composition | 15.9 | 20.4 | 13.6 | 16.7 | 18.0 | 17.1 | 13.8 | 16.9 | 14.5 | 17.1 | 15.9 | 13.4 | 17.4 | 14.6 |
| Pct. coverage | 100.0 | 2.4 | 4.1 | 5.2 | 41.9 | 78.7 | 12.4 | 23.1 | 26.0 | 81.5 | 24.1 | 1.2 | 146.8 | 19.3 |
| **$10,000-14,999** | 16395 | 272* | 721 | 901 | 5695 | 12349 | 2513 | 3803 | 4229 | 12231 | 3485 | 127* | 22199 | 3343 |
| Pct. composition | 20.6 | 18.0 | 18.7 | 22.7 | 19.3 | 21.0 | 22.0 | 22.0 | 18.6 | 20.2 | 18.0 | 11.3 | 20.7 | 19.9 |
| Pct. coverage | 100.0 | 1.7 | 4.4 | 5.5 | 34.7 | 75.3 | 15.3 | 23.2 | 25.8 | 74.6 | 21.3 | 0.8 | 135.4 | 20.4 |
| **Under $10,000** | 27784 | 475* | 440 | 1009 | 6579 | 17314 | 2791 | 6323 | 4565 | 16433 | 3643 | 110* | 26382 | 3695 |
| Pct. composition | 34.9 | 31.4 | 11.4 | 25.4 | 22.3 | 29.5 | 24.4 | 36.6 | 20.1 | 27.1 | 18.9 | 9.8 | 24.6 | 22.0 |
| Pct. coverage | 100.0 | 1.7 | 1.6 | 3.6 | 23.7 | 62.3 | 10.0 | 22.8 | 16.4 | 59.1 | 13.1 | 0.4 | 95.0 | 13.3 |

## OCCUPATION

| | U.S. total | Auto | Bus/ Fin'l | Outdoor | Shelter | Gen'l | Mens | Nat'l wklys | News | Sunday | Special appeal | Sports | Womens | Fashion/ Beauty |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Prof/Managerial** | 8709 | 135* | 1016 | 495* | 5120 | 7257 | 1784 | 1050 | 5094 | 8063 | 4803 | 239* | 15789 | 3507 |
| Pct. composition | 10.9 | 8.9 | 26.4 | 12.5 | 17.4 | 12.4 | 15.6 | 6.1 | 22.4 | 13.3 | 24.9 | 21.4 | 14.7 | 20.9 |
| Pct. coverage | 100.0 | 1.6 | 11.7 | 5.7 | 58.8 | 83.3 | 20.5 | 12.1 | 58.5 | 92.6 | 55.1 | 2.7 | 181.3 | 40.3 |
| **Clerical/Sales** | 15315 | 314* | 1064 | 886 | 6453 | 13244 | 2739 | 3236 | 5132 | 13061 | 3912 | 234* | 25773 | 4494 |
| Pct. composition | 19.2 | 20.7 | 27.6 | 22.3 | 21.9 | 22.6 | 24.0 | 18.7 | 22.6 | 21.5 | 20.3 | 20.9 | 24.0 | 26.8 |
| Pct. coverage | 100.0 | 2.1 | 6.9 | 5.8 | 42.1 | 86.5 | 17.9 | 21.1 | 33.5 | 85.3 | 25.5 | 1.5 | 168.3 | 29.3 |
| **Craftsman/ Foreman** | 671 | 31* | 15* | 24* | 359* | 456* | 138* | 148* | 150* | 493* | 111* | 0* | 1097* | 132* |
| Pct. composition | 0.8 | 2.0 | 0.4 | 0.6 | 1.2 | 0.8 | 1.2 | 0.9 | 0.7 | 0.8 | 0.6 | 0.0 | 1.0 | 0.8 |
| Pct. coverage | 100.0 | 4.6 | 2.2 | 3.6 | 53.5 | 68.0 | 20.6 | 22.1 | 22.4 | 73.5 | 16.5 | 0.0 | 163.5 | 19.7 |
| **Other employment** | 12227 | 274* | 286* | 590 | 4236 | 9241 | 1856 | 3554 | 2349 | 8237 | 1885 | 106* | 15005 | 2238 |
| Pct. composition | 15.3 | 18.1 | 7.4 | 14.9 | 14.4 | 15.7 | 16.3 | 20.5 | 10.3 | 13.6 | 9.8 | 9.5 | 14.0 | 13.3 |
| Pct. coverage | 100.0 | 2.2 | 2.3 | 4.8 | 34.6 | 75.6 | 15.2 | 29.1 | 19.2 | 67.4 | 15.4 | 0.9 | 122.7 | 18.3 |
| **Not employed** | 42765 | 761 | 1469 | 1976 | 13336 | 28492 | 4900 | 9312 | 10033 | 30775 | 8601 | 540 | 49705 | 6412 |
| Pct. composition | 53.7 | 50.3 | 38.2 | 49.8 | 45.2 | 48.5 | 42.9 | 53.8 | 44.1 | 50.8 | 44.5 | 48.3 | 46.3 | 38.2 |
| Pct. coverage | 100.0 | 1.8 | 3.4 | 4.6 | 31.2 | 66.6 | 11.5 | 21.8 | 23.5 | 72.0 | 20.1 | 1.3 | 116.2 | 15.0 |

## MARITAL STATUS

| | U.S. total | Auto | Bus/ Fin'l | Outdoor | Shelter | Gen'l | Mens | Nat'l wklys | News | Sunday | Special appeal | Sports | Womens | Fashion/ Beauty |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Married** | 49697 | 997 | 2530 | 3020 | 19971 | 37704 | 7640 | 10683 | 13784 | 39352 | 11965 | 865 | 72411 | 8921 |
| Pct. composition | 62.4 | 65.9 | 65.7 | 76.1 | 67.7 | 64.2 | 66.9 | 61.8 | 60.6 | 64.9 | 62.0 | 77.3 | 67.4 | 53.2 |
| Pct. coverage | 100.0 | 2.0 | 5.1 | 6.1 | 40.2 | 75.9 | 15.4 | 21.5 | 27.7 | 79.2 | 24.1 | 1.7 | 145.7 | 18.0 |
| **Single** | 12194 | 240* | 692 | 419* | 5067 | 9822 | 2193 | 2857 | 5350 | 9988 | 4203 | 200* | 17906 | 5744 |
| Pct. composition | 15.3 | 15.9 | 18.0 | 10.6 | 17.2 | 16.7 | 19.2 | 16.5 | 23.5 | 16.5 | 21.8 | 17.9 | 16.7 | 34.2 |
| Pct. coverage | 100.0 | 2.0 | 5.7 | 3.4 | 41.6 | 80.5 | 18.0 | 23.4 | 43.9 | 81.9 | 34.5 | 1.6 | 146.8 | 47.1 |
| **Div/Sep/Wid** | 17796 | 278* | 629 | 531* | 4465 | 11163 | 1583 | 3760 | 3623 | 11290 | 3143 | 55* | 17051 | 2118 |
| Pct. composition | 22.3 | 18.4 | 16.3 | 13.4 | 15.1 | 19.0 | 13.9 | 21.7 | 15.9 | 18.6 | 16.3 | 4.9 | 15.9 | 12.6 |
| Pct. coverage | 100.0 | 1.6 | 3.5 | 3.0 | 25.1 | 62.7 | 8.9 | 21.1 | 20.4 | 63.4 | 17.7 | 0.3 | 95.8 | 11.9 |

## PRESENCE OF CHILDREN IN HOUSEHOLD

| | U.S. total | Auto | Bus/ Fin'l | Outdoor | Shelter | Gen'l | Mens | Nat'l wklys | News | Sunday | Special appeal | Sports | Womens | Fashion/ Beauty |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Respondents with children in HH** | 36342 | 1042 | 1612 | 2190 | 13925 | 29130 | 6571 | 9087 | 10678 | 27765 | 8784 | 506 | 55633 | 7886 |
| Pct. composition | 45.6 | 68.8 | 41.9 | 55.2 | 47.2 | 49.6 | 57.6 | 52.5 | 46.9 | 45.8 | 45.5 | 45.2 | 51.8 | 47.0 |
| Pct. coverage | 100.0 | 2.9 | 4.4 | 6.0 | 38.3 | 80.2 | 18.1 | 25.0 | 29.4 | 76.4 | 24.2 | 1.4 | 153.1 | 21.7 |
| **Under 2 years** | 6514 | 270* | 219* | 357* | 2372 | 5236 | 1585 | 1426 | 1610 | 4121 | 1396 | 48* | 11118 | 1455 |
| Pct. composition | 8.2 | 17.8 | 5.7 | 9.0 | 8.0 | 8.9 | 13.9 | 8.2 | 7.1 | 6.8 | 7.2 | 4.3 | 10.4 | 8.7 |
| Pct. coverage | 100.0 | 4.1 | 3.4 | 5.5 | 36.4 | 80.4 | 24.3 | 21.9 | 24.7 | 63.3 | 21.4 | 0.7 | 170.7 | 22.3 |
| **2-5 years** | 12717 | 319* | 364 | 725 | 4693 | 10020 | 2397 | 3542 | 2881 | 8786 | 2427 | 81* | 19735 | 2271 |
| Pct. composition | 16.0 | 21.1 | 9.5 | 18.3 | 15.9 | 17.1 | 21.0 | 20.5 | 12.7 | 14.5 | 12.6 | 7.2 | 18.4 | 13.5 |
| Pct. coverage | 100.0 | 2.5 | 2.9 | 5.7 | 36.9 | 78.8 | 18.8 | 27.9 | 22.7 | 69.1 | 19.1 | 0.6 | 155.2 | 17.9 |

## PRESENCE OF CHILDREN IN HOUSEHOLD CONTINUED

| | U.S. total | Auto | Bus/ Fin'l | Outdoor | Shelter | Gen'l | Mens | Nat'l wklys | News | Sunday | Special appeal | Sports | Womens | Fashion/ Beauty |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **6-11 years** | 17455 | 453* | 739 | 1067 | 6434 | 13545 | 3096 | 4402 | 4966 | 12781 | 3967 | 261* | 26109 | 3767 |
| Pct. composition | 21.9 | 29.9 | 19.2 | 26.9 | 21.8 | 23.1 | 27.1 | 25.4 | 21.8 | 21.1 | 20.5 | 23.3 | 24.3 | 22.4 |
| Pct. coverage | 100.0 | 2.6 | 4.2 | 6.1 | 36.9 | 77.6 | 17.7 | 25.2 | 28.5 | 73.2 | 22.7 | 1.5 | 149.6 | 21.6 |
| **12-17 years** | 19232 | 507* | 988 | 1220 | 7455 | 15063 | 3010 | 4807 | 6307 | 15703 | 4902 | 298* | 27408 | 4232 |
| Pct. composition | 24.1 | 33.5 | 25.7 | 30.7 | 25.3 | 25.7 | 26.4 | 27.8 | 27.7 | 25.9 | 25.4 | 26.6 | 25.5 | 25.2 |
| Pct. coverage | 100.0 | 2.6 | 5.1 | 6.3 | 38.8 | 78.3 | 15.7 | 25.0 | 32.8 | 81.7 | 25.5 | 1.5 | 142.5 | 22.0 |

## GEOGRAPHIC REGION

| | U.S. total | Auto | Bus/ Fin'l | Outdoor | Shelter | Gen'l | Mens | Nat'l wklys | News | Sunday | Special appeal | Sports | Womens | Fashion/ Beauty |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Northeast** | 20054 | 228* | 988 | 428* | 7205 | 14208 | 1988 | 3625 | 6281 | 18182 | 5191 | 218* | 25461 | 4586 |
| Pct. composition | 25.2 | 15.1 | 25.7 | 10.8 | 24.4 | 24.2 | 17.4 | 21.0 | 27.6 | 30.0 | 26.9 | 19.5 | 23.7 | 27.3 |
| Pct. coverage | 100.0 | 1.1 | 4.9 | 2.1 | 35.9 | 70.8 | 9.9 | 18.1 | 31.3 | 90.7 | 25.9 | 1.1 | 127.0 | 22.9 |
| **East central** | 12395 | 291* | 618 | 988 | 4743 | 8664 | 1978 | 2449 | 3672 | 11225 | 2785 | 242* | 17885 | 2458 |
| Pct. composition | 15.6 | 19.2 | 16.1 | 24.9 | 16.1 | 14.8 | 17.3 | 14.2 | 16.1 | 18.5 | 14.4 | 21.6 | 16.7 | 14.6 |
| Pct. coverage | 100.0 | 2.3 | 5.0 | 8.0 | 38.3 | 69.9 | 16.0 | 19.8 | 29.6 | 90.6 | 22.5 | 2.0 | 144.3 | 19.8 |
| **West central** | 13656 | 211* | 796 | 1038 | 5248 | 9527 | 2037 | 2456 | 4314 | 11570 | 3291 | 249* | 20270 | 2720 |
| Pct. composition | 17.1 | 13.9 | 20.7 | 26.1 | 17.8 | 16.2 | 17.8 | 14.2 | 19.0 | 19.1 | 17.0 | 22.3 | 18.9 | 16.2 |
| Pct. coverage | 100.0 | 1.5 | 5.8 | 7.6 | 38.4 | 69.8 | 14.9 | 18.0 | 31.6 | 84.7 | 24.1 | 1.8 | 148.4 | 19.9 |
| **South** | 21472 | 490* | 686 | 1031 | 7971 | 15484 | 2959 | 5480 | 4609 | 13316 | 4070 | 321* | 27610 | 4113 |
| Pct. composition | 26.9 | 32.4 | 17.8 | 26.0 | 27.0 | 26.4 | 25.9 | 31.7 | 20.3 | 22.0 | 21.1 | 28.7 | 25.7 | 24.5 |
| Pct. coverage | 100.0 | 2.3 | 3.2 | 4.8 | 37.1 | 72.1 | 13.8 | 25.5 | 21.5 | 62.0 | 19.0 | 1.5 | 128.6 | 19.2 |
| **Pacific** | 12111 | 295* | 763 | 485* | 4336 | 10807 | 2455 | 3291 | 3881 | 6337 | 3975 | 90* | 16142 | 2907 |
| Pct. composition | 15.2 | 19.5 | 19.8 | 12.2 | 14.7 | 18.4 | 21.5 | 19.0 | 17.1 | 10.5 | 20.6 | 8.0 | 15.0 | 17.3 |
| Pct. coverage | 100.0 | 2.4 | 6.3 | 4.0 | 35.8 | 89.2 | 20.3 | 27.2 | 32.0 | 52.3 | 32.8 | 0.7 | 133.3 | 24.0 |

## METRO/SUBURBAN

| | U.S. total | Auto | Bus/ Fin'l | Outdoor | Shelter | Gen'l | Mens | Nat'l wklys | News | Sunday | Special appeal | Sports | Womens | Fashion/ Beauty |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Metro central city** | 25584 | 414* | 1523 | 694 | 9819 | 17562 | 3454 | 5160 | 7465 | 20379 | 6120 | 290* | 32572 | 6623 |
| Pct. composition | 32.1 | 27.3 | 39.6 | 17.5 | 33.3 | 29.9 | 30.3 | 29.8 | 32.8 | 33.6 | 31.7 | 25.9 | 30.3 | 39.5 |
| Pct. coverage | 100.0 | 1.6 | 6.0 | 2.7 | 38.4 | 68.6 | 13.5 | 20.2 | 29.2 | 79.7 | 23.9 | 1.1 | 127.3 | 25.9 |
| **Metro suburban** | 32447 | 730 | 1702 | 1500 | 12054 | 25187 | 5059 | 6884 | 10435 | 26637 | 9070 | 486 | 46179 | 6675 |
| Pct. composition | 40.7 | 48.2 | 44.2 | 37.8 | 40.9 | 42.9 | 44.3 | 39.8 | 45.9 | 43.9 | 47.0 | 43.4 | 43.0 | 39.8 |
| Pct. coverage | 100.0 | 2.2 | 5.2 | 4.6 | 37.1 | 77.6 | 15.6 | 21.2 | 32.2 | 82.1 | 28.0 | 1.5 | 142.3 | 20.6 |
| **Non metro** | 21656 | 370* | 625 | 1776 | 7630 | 15939 | 2903 | 5256 | 4857 | 13613 | 4120 | 344* | 28617 | 3485 |
| Pct. composition | 27.2 | 24.4 | 16.2 | 44.7 | 25.9 | 27.2 | 25.4 | 30.4 | 21.3 | 22.5 | 21.3 | 30.7 | 26.7 | 20.8 |
| Pct. coverage | 100.0 | 1.7 | 2.9 | 8.2 | 35.2 | 73.6 | 13.4 | 24.3 | 22.4 | 62.9 | 19.0 | 1.6 | 132.1 | 16.1 |

## COUNTY BY SIZE

| | U.S. total | Auto | Bus/ Fin'l | Outdoor | Shelter | Gen'l | Mens | Nat'l wklys | News | Sunday | Special appeal | Sports | Womens | Fashion/ Beauty |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **A county** | 31400 | 401 | 2040 | 901 | 11581 | 22310 | 4173 | 5793 | 10549 | 26726 | 8709 | 387 | 39337 | 7675 |
| Pct. composition | 39.4 | 26.5 | 53.0 | 22.7 | 39.3 | 38.0 | 36.6 | 33.5 | 46.4 | 44.1 | 45.1 | 34.6 | 36.6 | 45.7 |
| Pct. coverage | 100.0 | 1.3 | 6.5 | 2.9 | 36.9 | 71.1 | 13.3 | 18.4 | 33.6 | 85.1 | 27.7 | 1.2 | 125.3 | 24.4 |
| **B county** | 22688 | 639 | 1125 | 1088 | 8885 | 17655 | 3668 | 5750 | 6358 | 18525 | 5558 | 343* | 33791 | 5100 |
| Pct. composition | 28.5 | 42.2 | 29.2 | 27.4 | 30.1 | 30.1 | 32.1 | 33.2 | 27.9 | 30.6 | 28.8 | 30.7 | 31.5 | 30.4 |
| Pct. coverage | 100.0 | 2.8 | 5.0 | 4.8 | 39.2 | 77.8 | 16.2 | 25.3 | 28.0 | 81.7 | 24.5 | 1.5 | 148.9 | 22.5 |
| **C county** | 14188 | 276* | 345* | 1083 | 5132 | 11040 | 2184 | 3404 | 3594 | 8336 | 3162 | 251* | 18944 | 2584 |
| Pct. composition | 17.8 | 18.2 | 9.0 | 27.3 | 17.4 | 18.8 | 19.1 | 19.7 | 15.8 | 13.7 | 16.4 | 22.4 | 17.6 | 15.4 |
| Pct. coverage | 100.0 | 1.9 | 2.4 | 7.6 | 36.2 | 77.8 | 15.4 | 24.0 | 25.3 | 58.8 | 22.3 | 1.8 | 133.5 | 18.2 |
| **D county** | 11411 | 199* | 339* | 898 | 3904 | 7684 | 1391 | 2352 | 2255 | 7043 | 1881 | 139* | 15295 | 1424 |
| Pct. composition | 14.3 | 13.1 | 8.8 | 22.6 | 13.2 | 13.1 | 12.2 | 13.6 | 9.9 | 11.6 | 9.7 | 12.4 | 14.2 | 8.5 |
| Pct. coverage | 100.0 | 1.7 | 3.0 | 7.9 | 34.2 | 67.3 | 12.2 | 20.6 | 19.8 | 61.7 | 16.5 | 1.2 | 134.0 | 12.5 |

## ERDOS AND MORGAN

# COMPARABLE PROFILE MEASUREMENT—1978

THE Erdos and Morgan Comparable Profile Measurement of Subscribers is a survey concept designed to provide comparable data about primary readers of publications. It focuses on subscribers, other adult members of subscriber households, and the subscriber households themselves.

The tables on the following pages for the 20 publications measured in 1978 give data in six demographics: sex, marital status, age, education, household income and geographic region.

The circulation figures below were the latest available for each publication at the time this report was prepared and consist of total paid or controlled circulation, which includes newsstand, foreign, bulk copies, etc., and total U.S. paid or controlled subscriptions. The data may be applied to either of these circulation figures at the option of the user.

For additional information please contact Erdos and Morgan, Inc., 114 Fifth Ave., New York, NY 10011, (212) 691-3150.

## CIRCULATION

| Magazine | Total circ. | Total subsc. | Magazine | Total circ. | Total subsc. |
|---|---|---|---|---|---|
| American Banker | 16,398 | 16,152 | Natural History | 441,507 | 420,315 |
| American Film | 98,709 | 93,022 | New Jersey Monthly | 106,760 | 97,760 |
| Atlas | 101,887 | 90,768 | Politics Today | 127,811 | 109,804 |
| Black Enterprise | 230,000 | 229,540 | Sales & Marketing Management | 43,538 | 40,795 |
| Country Gentleman | 195,413 | 169,618 | Signature | 619,099 | 571,428 |
| Horizon | 100,311 | 79,247 | Cuisine* | 663,807 | 623,315 |
| Industry Week | 252,183 | 250,922 | Travel & Leisure | 900,924 | 847,399 |
| Leadership Network | 555,978 | 467,143 | Wall Street Journal | 1,521,902 | 1,310,772 |
| Money | 760,728 | 670,962 | Westways | 466,527 | 466,060 |
| Morristown Daily Record | 56,502 | 45,049 | Writer's Digest | 133,132 | 109,035 |

*Formerly Sphere's Cuisine

## SEX

| Magazine | Total resp. | Percentage |  |
|---|---|---|---|
|  |  | Men | Women |
| American Banker | 1,415 | 96.0 | 4.0 |
| American Film | 1,332 | 60.4 | 39.6 |
| Atlas | 1,108 | 72.1 | 27.9 |
| Black Enterprise | 1,037 | 58.6 | 41.4 |
| Country Gentleman | 1,238 | 68.1 | 31.9 |
| Horizon | 1,258 | 59.3 | 40.7 |
| Industry Week | 1,242 | 97.8 | 2.2 |
| Leadership Network | 1,312 | 80.6 | 19.4 |
| Money | 1,259 | 79.4 | 20.6 |
| Morristown Daily Record | 1,165 | 61.6 | 38.4 |
| Natural History | 1,272 | 60.4 | 39.6 |
| New Jersey Monthly | 1,254 | 65.6 | 34.4 |
| Politics Today | 1,138 | 72.1 | 27.9 |
| Sales & Marketing Management | 1,364 | 96.9 | 3.1 |
| Signature | 1,228 | 83.1 | 16.9 |
| Cuisine | 1,211 | 2.0 | 98.0 |
| Travel & Leisure | 1,224 | 79.8 | 20.2 |
| Wall Street Journal | 1,382 | 91.0 | 9.0 |
| Westways | 1,121 | 64.5 | 35.5 |
| Writer's Digest | 1,297 | 41.4 | 58.6 |

## MARITAL STATUS

| Magazine | Total resp. | Percentage |  |  |  |
|---|---|---|---|---|---|
|  |  | Married | Never married | Widowed | Sep. Div. |
| American Banker | 1,406 | 91.7 | 3.9 | 0.7 | 3.6 |
| American Film | 1,319 | 36.7 | 51.3 | 2.1 | 9.9 |
| Atlas | 1,101 | 64.7 | 21.9 | 4.9 | 8.5 |
| Black Enterprise | 1,031 | 63.0 | 18.9 | 4.5 | 13.6 |
| Country Gentleman | 1,232 | 81.7 | 6.1 | 8.2 | 4.0 |
| Horizon | 1,256 | 58.8 | 24.4 | 6.0 | 10.7 |
| Industry Week | 1,235 | 93.6 | 2.1 | 0.5 | 3.8 |
| Leadership Network | 1,310 | 68.9 | 20.1 | 3.2 | 7.8 |
| Money | 1,258 | 78.1 | 12.0 | 3.3 | 6.6 |
| Morristown Daily Record | 1,158 | 85.3 | 4.9 | 4.9 | 4.8 |
| Natural History | 1,271 | 61.8 | 24.8 | 4.6 | 8.7 |
| New Jersey Monthly | 1,252 | 79.5 | 12.2 | 3.6 | 4.7 |
| Politics Today | 1,137 | 56.2 | 31.6 | 3.6 | 8.6 |
| Sales & Marketing Management | 1,360 | 90.9 | 3.7 | 0.7 | 4.7 |
| Signature | 1,226 | 78.8 | 9.1 | 3.6 | 8.6 |
| Cuisine | 1,209 | 77.8 | 8.9 | 7.4 | 6.0 |
| Travel & Leisure | 1,217 | 74.4 | 12.6 | 5.8 | 7.3 |
| Wall Street Journal | 1,371 | 80.3 | 13.6 | 2.6 | 3.6 |
| Westways | 1,120 | 65.1 | 17.2 | 6.7 | 11.0 |
| Writer's Digest | 1,294 | 59.0 | 22.1 | 6.8 | 12.1 |

## AGE

| Magazine | Total resp. | Percentage | | | | | | | Median age |
|---|---|---|---|---|---|---|---|---|---|
| | | Under 18 | 18-24 years | 25-34 years | 35-54 years | 55-64 years | 65 years & older | 18-49 years | |
| American Banker | 1,397 | 0 | 0.8 | 11.5 | 62.5 | 20.6 | 4.6 | 58.3 | 47.4 |
| American Film | 1,322 | 1.7 | 17.2 | 40.1 | 32.1 | 6.8 | 2.1 | 82.7 | 32.4 |
| Atlas World Press Review | 1,099 | 0.5 | 5.5 | 24.8 | 35.1 | 16.7 | 17.3 | 56.1 | 46.2 |
| Black Enterprise | 1,032 | 0.1 | 7.4 | 33.4 | 41.1 | 10.6 | 7.5 | 72.8 | 38.5 |
| Country Gentleman | 1,221 | 0.2 | 1.4 | 8.8 | 37.8 | 26.8 | 24.9 | 34.8 | 55.6 |
| Horizon | 1,249 | 0.1 | 4.5 | 21.4 | 41.3 | 17.5 | 15.2 | 56.0 | 47.0 |
| Industry Week | 1,232 | 0 | 0.6 | 11.2 | 60.6 | 25.3 | 2.3 | 52.4 | 49.3 |
| Leadership Network | 1,304 | 0.2 | 4.8 | 24.1 | 40.9 | 17.2 | 13.0 | 57.8 | 46.5 |
| Money | 1,253 | 0.1 | 5.3 | 28.0 | 44.1 | 15.9 | 6.6 | 65.4 | 41.7 |
| Morristown Daily Record | 1,155 | 0.6 | 2.9 | 20.3 | 53.6 | 15.6 | 7.1 | 62.9 | 45.1 |
| Natural History | 1,268 | 2.2 | 5.8 | 28.6 | 35.3 | 15.2 | 12.9 | 60.3 | 42.2 |
| New Jersey Monthly | 1,250 | 0 | 4.3 | 22.0 | 46.0 | 17.6 | 10.1 | 60.5 | 45.3 |
| Politics Today | 1,134 | 1.2 | 15.0 | 30.6 | 32.3 | 11.7 | 9.2 | 69.6 | 37.0 |
| Sales & Marketing Management | 1,360 | 0 | 0.5 | 20.2 | 64.7 | 13.4 | 1.2 | 72.6 | 43.5 |
| Signature | 1,223 | 0 | 0.9 | 16.2 | 53.1 | 21.9 | 7.8 | 54.2 | 48.6 |
| Cuisine | 1,200 | 0.2 | 4.3 | 30.0 | 38.8 | 17.3 | 9.4 | 62.0 | 43.0 |
| Travel & Leisure | 1,219 | 0 | 1.7 | 17.1 | 41.8 | 26.2 | 13.2 | 47.1 | 51.1 |
| Wall Street Journal | 1,370 | 0.1 | 8.3 | 17.4 | 40.1 | 18.4 | 15.7 | 55.4 | 47.5 |
| Westways | 1,116 | 0 | 10.5 | 19.6 | 34.5 | 18.8 | 16.6 | 55.1 | 47.2 |
| Writer's Digest | 1,285 | 1.6 | 10.0 | 24.1 | 37.0 | 15.3 | 12.0 | 62.6 | 42.6 |

## EDUCATION

| Magazine | Total resp. | Percentage | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|
| | | Grade school | Att. high school | High school grad | Att. college | College grad | Some post-grad | Masters degree | Doctorate |
| American Banker | 1,410 | 0.1 | 0.4 | 5.9 | 20.2 | 23.5 | 23.5 | 19.1 | 7.4 |
| American Film | 1,321 | 0.5 | 3.3 | 10.1 | 28.3 | 20.9 | 12.9 | 15.5 | 8.5 |
| Atlas | 1,102 | 1.6 | 3.1 | 9.7 | 18.1 | 18.1 | 13.4 | 18.5 | 17.4 |
| Black Enterprise | 1,034 | 1.1 | 3.2 | 9.9 | 21.4 | 19.8 | 15.2 | 21.4 | 8.1 |
| Country Gentleman | 1,224 | 7.1 | 10.7 | 31.4 | 24.1 | 10.9 | 6.6 | 5.5 | 3.8 |
| Horizon | 1,252 | 0.5 | 1.8 | 8.4 | 24.4 | 18.6 | 16.7 | 17.1 | 12.5 |
| Industry Week | 1,232 | 0.2 | 1.8 | 12.3 | 23.6 | 32.6 | 16.2 | 12.1 | 1.2 |
| Leadership Network | 1,308 | 0.5 | 0.8 | 3.7 | 11.5 | 18.3 | 13.8 | 23.0 | 28.3 |
| Money | 1,253 | 1.0 | 3.8 | 12.3 | 25.5 | 21.9 | 14.0 | 12.6 | 8.9 |
| Morristown Daily Record | 1,153 | 1.6 | 7.5 | 29.1 | 21.5 | 15.8 | 11.0 | 9.5 | 4.0 |
| Natural History | 1,269 | 1.7 | 3.3 | 9.8 | 22.3 | 16.5 | 15.8 | 15.0 | 15.5 |
| New Jersey Monthly | 1,248 | 0.6 | 3.4 | 16.9 | 22.4 | 22.0 | 13.6 | 13.9 | 7.3 |
| Politics Today | 1,133 | 0.8 | 3.8 | 13.0 | 32.9 | 16.9 | 13.2 | 13.8 | 5.7 |
| Sales & Marketing Management | 1,357 | 0.4 | 0.7 | 6.0 | 24.3 | 35.5 | 17.3 | 14.3 | 1.5 |
| Signature | 1,225 | 1.8 | 4.7 | 21.1 | 28.4 | 17.2 | 10.7 | 10.0 | 6.1 |
| Cuisine | 1,206 | 1.3 | 6.1 | 26.1 | 32.8 | 15.8 | 10.5 | 6.5 | 0.9 |
| Travel & Leisure | 1,218 | 1.1 | 3.8 | 13.5 | 26.5 | 19.2 | 13.2 | 13.1 | 9.6 |
| Wall Street Journal | 1,372 | 0.8 | 2.5 | 8.3 | 24.2 | 24.3 | 16.8 | 13.3 | 9.8 |
| Westways | 1,116 | 2.4 | 6.9 | 21.5 | 34.5 | 13.4 | 9.1 | 7.7 | 4.6 |
| Writer's Digest | 1,292 | 0.6 | 5.2 | 12.8 | 33.0 | 14.3 | 15.9 | 13.4 | 4.7 |

## HOUSEHOLD INCOME *

| Magazine | Total resp. | Percentage<br>Under $10,000 | $10,000 -14,999 | $15,000 -19,999 | $20,000 -24,999 | $25,000 -39,999 | $40,000 & over | Dollars<br>Median HH income | Avg. HH income |
|---|---|---|---|---|---|---|---|---|---|
| American Banker† | 1,366 | 0.1 | 0.5 | 2.1 | 4.5 | 29.9 | 62.8 | 47,511 | 58,211 |
| American Film | 1,274 | 9.8 | 13.7 | 13.5 | 13.4 | 25.7 | 23.9 | 24,825 | 32,947 |
| Atlas | 1,055 | 11.5 | 12.5 | 12.1 | 12.5 | 29.7 | 21.7 | 25,562 | 33,339 |
| Black Enterprise | 996 | 11.0 | 13.8 | 14.8 | 15.0 | 26.8 | 18.7 | 23,490 | 27,967 |
| Country Gentleman† | 1,157 | 19.4 | 16.4 | 14.8 | 13.5 | 17.2 | 18.7 | 19,781 | 29,667 |
| Horizon | 1,180 | 7.5 | 9.6 | 10.3 | 10.3 | 29.7 | 32.7 | 30,979 | 40,278 |
| Industry Week† | 1,195 | 0.2 | 2.2 | 5.1 | 13.4 | 41.9 | 37.2 | 34,029 | 45,826 |
| Leadership Network | 1,273 | 6.9 | 7.2 | 9.3 | 11.7 | 30.9 | 33.9 | 31,686 | 41,636 |
| Money | 1,221 | 4.1 | 6.8 | 11.5 | 14.2 | 36.9 | 26.6 | 29,838 | 36,355 |
| Morristown Daily Record | 1,085 | 5.4 | 9.0 | 14.1 | 16.7 | 35.1 | 19.6 | 26,694 | 30,952 |
| Natural History | 1,229 | 9.8 | 10.7 | 13.8 | 13.8 | 24.3 | 27.6 | 25,925 | 35,468 |
| New Jersey Monthly† | 1,182 | 3.4 | 7.5 | 12.0 | 16.5 | 33.4 | 27.2 | 29,032 | 36,460 |
| Politics Today† | 1,099 | 16.2 | 16.1 | 14.7 | 14.2 | 23.9 | 14.8 | 21,042 | 26,045 |
| Sales & Marketing Management | 1,303 | 0.4 | 1.3 | 3.3 | 8.7 | 41.7 | 24.0 | 38,048 | 45,832 |
| Signature | 1,182 | 3.1 | 6.1 | 10.0 | 12.0 | 34.5 | 34.3 | 32,137 | 41,374 |
| Cuisine† | 1,129 | 9.4 | 16.5 | 14.2 | 17.6 | 27.1 | 15.2 | 22,827 | 27,601 |
| Travel & Leisure | 1,172 | 1.7 | 5.2 | 7.8 | 13.8 | 34.6 | 36.8 | 33,536 | 42,468 |
| Wall Street Journal | 1,331 | 3.7 | 5.7 | 7.2 | 10.4 | 28.1 | 44.9 | 37,065 | 52,120 |
| Westways† | 1,056 | 16.7 | 17.2 | 12.8 | 14.1 | 23.5 | 15.7 | 21,174 | 26,724 |
| Writer's Digest | 1,201 | 18.5 | 19.5 | 13.9 | 15.1 | 21.7 | 11.3 | 19,326 | 23,389 |

* Unless otherwise indicated by a dagger (†), income surveys were conducted in 1978, and answers refer to income for the previous year

† Surveys for these publications were conducted in 1977 and refer to income for 1976

## GEOGRAPHIC REGION

| Magazine | Total resp. | Percentage<br>New England | Middle Atlantic | East North Central | West North Central | South Atlantic | East South Central | West South Central | Mountain | Pacific |
|---|---|---|---|---|---|---|---|---|---|---|
| American Banker | 1,414 | 10.0 | 31.6 | 17.5 | 6.6 | 15.7 | 3.8 | 5.9 | 2.9 | 5.9 |
| American Film | 1,332 | 4.4 | 18.1 | 13.1 | 3.4 | 24.6 | 2.3 | 4.9 | 3.0 | 26.2 |
| Atlas | 1,108 | 5.7 | 18.3 | 19.9 | 7.6 | 13.2 | 3.2 | 6.7 | 5.9 | 19.7 |
| Black Enterprise | 1,037 | 2.4 | 20.1 | 15.4 | 3.4 | 27.0 | 10.1 | 8.7 | 1.4 | 11.5 |
| Country Gentleman | 1,235 | 4.3 | 12.8 | 25.8 | 18.9 | 11.7 | 4.0 | 7.8 | 5.7 | 8.9 |
| Horizon | 1,258 | 6.5 | 21.0 | 16.1 | 5.9 | 13.7 | 2.3 | 6.4 | 4.8 | 23.3 |
| Industry Week | 1,247 | 8.0 | 19.8 | 31.3 | 6.9 | 10.6 | 5.2 | 6.7 | 2.3 | 9.1 |
| Leadership Network | 1,311 | 10.0 | 22.6 | 15.4 | 6.1 | 15.5 | 2.7 | 5.7 | 4.4 | 17.5 |
| Money | 1,259 | 6.6 | 18.6 | 19.4 | 7.3 | 14.9 | 3.3 | 7.4 | 5.1 | 17.5 |
| Morristown Daily Record | 1,165 | 0.1 | 99.8 | 0 | 0 | 0 | 0 | 0 | 0.1 | 0 |
| Natural History | 1,272 | 6.4 | 28.4 | 13.4 | 6.1 | 12.1 | 3.1 | 6.7 | 5.5 | 18.4 |
| New Jersey Monthly | 1,254 | 0 | 99.1 | 0 | 0.1 | 0.6 | 0.1 | 0.1 | 0 | 0 |
| Politics Today | 1,137 | 5.2 | 17.3 | 18.5 | 8.0 | 12.0 | 3.5 | 6.6 | 5.5 | 23.3 |
| Sales & Marketing Management | 1,354 | 7.8 | 21.0 | 25.3 | 8.2 | 11.6 | 3.2 | 7.8 | 3.0 | 12.0 |
| Signature | 1,228 | 5.5 | 22.7 | 17.8 | 6.0 | 15.8 | 3.0 | 8.6 | 3.8 | 16.7 |
| Cuisine | 1,211 | 5.6 | 12.4 | 23.3 | 13.2 | 9.2 | 2.4 | 5.8 | 7.3 | 20.9 |
| Travel & Leisure | 1,224 | 7.7 | 21.8 | 15.8 | 5.9 | 17.7 | 3.3 | 9.4 | 4.1 | 14.2 |
| Wall Street Journal | 1,382 | 6.8 | 16.0 | 22.3 | 7.0 | 14.5 | 3.1 | 9.3 | 5.1 | 15.8 |
| Westways | 1,121 | 0 | 0.2 | 0.3 | 0 | 0.2 | 0.1 | 0 | 0.6 | 98.7 |
| Writer's Digest | 1,296 | 4.3 | 13.7 | 18.8 | 7.8 | 15.2 | 3.2 | 7.8 | 7.3 | 21.8 |

## MONROE MENDELSOHN

# ADULTS AND MARKETS OF AFFLUENCE—1979

MONROE Mendelsohn's 1979 Survey of Adults and Markets of Affluence is the third national syndicated measurement of those U.S. adults, living in the continental U.S., who had household incomes of $40,000 or above.

The affluent market in this country is growing at an amazing rate and assuming greater proportions and significance. In line with the results reported in the Current Population Surveys of the Bureau of the Census, the 1979 projection base is nine million affluent adults, approximately 6% of the total U.S. adult population, and an increase of 67% over the 5,400,000 estimated for 1978. The estimate of the number of affluent households is 3,225,000.

For the current survey, Monroe Mendelsohn mailed questionnaires in the Spring of 1979 to 7,500 adults residing in high income areas of the contiguous 48 states. Usable returns were received from 4,326 adults, 60% of all deliverable questionnaires. Of these, 2,664 (62%) had the requisite household income of $40,000 or more in 1978. These 2,664 adults make up the respondent base of the 1979 report.

The 1979 survey measured the audiences of 45 publications. The following tables show the total U.S. circulation of these 45 publications, the numbers of total adults, men and women in the $40,000 or over income bracket in their audience, and the age breakouts of these affluent adults.

Percent composition shows the percentage of the circulation of each publication in that category; percent coverage is the percentage of the people in that category that is reached by that particular publication.

For additional information, please contact Monroe Mendelsohn Research, Inc., 352 Park Ave. So., New York, NY 10010, (212) 684-6350.

### CIRCULATION

| Magazine | Total U.S. circ. | Magazine | Total U.S. circ. | Magazine | Total U S. circ. |
|---|---|---|---|---|---|
| Architectural Digest | 393,747 | Harper's Magazine | 301,735 | Psychology Today | 1,161,714 |
| The Atlantic | 316,917 | House Beautiful | 823,790 | Saturday Review | 536,252 |
| Barron's | 232,535 | House & Garden | 1,036,178 | Scientific American | 557,812 |
| Better Homes & Gardens | 8,018,807 | Ladies' Home Journal | 5,995,669 | Signature | 612,899 |
| Bon Appetit | 1,076,241 | McCall's | 6,636,834 | Smithsonian | 1,708,787 |
| Business Week | 716,078 | Money | 838,007 | Sports Illustrated | 2,283,121 |
| Dun's Review | 254,141 | National Geographic | 8,308,584 | Tennis | 428,466 |
| Esquire | 659,757 | Nation's Business | 1,224,561 | Time | 4,408,753 |
| Forbes | 690,400 | Natural History | 460,476 | Town & Country | 165,440 |
| Fortune | 616,947 | Newsweek | 2,934,920 | Travel & Leisure | 859,366 |
| Golf Digest | 922,557 | New West Magazine | 326,247 | U S News & World Report | 2,061,643 |
| Golf Magazine | 675,001 | The New Yorker | 475,321 | Vogue | 915,301 |
| Good Housekeeping | 5,139,104 | New York Magazine | 418,735 | "W" | 196,005 |
| Gourmet | 585,740 | The New York Times (Daily) | 793,609 | Wall Street Journal | 1,493,387 |
| Harper's Bazaar | 557,759 | The New York Times (Sunday) | 1,412,481 | World Tennis | 335,401 |

*The only tri-weekly magazine...*

**Family Circle.**

**A new issue every three weeks.**

| | **Adults** (in thousands) | | **Men** (in thousands) | | | **Women** (in thousands) | | |
|---|---|---|---|---|---|---|---|---|
| **SEX** | **Total number** | **Pct. cov.** | **Total number** | **Pct. comp.** | **Pct. cov.** | **Total number** | **Pct. comp.** | **Pct. cov.** |
| Total affluent adults | 9,000 | 100.0 | 4,695 | 52.2 | 100.0 | 4,305 | 47.8 | 100.0 |
| Architectural Digest | 1,195 | 13.3 | 502 | 42.0 | 10.7 | 693 | 58.0 | 16.1 |
| The Atlantic | 172 | 1.9 | 83 | 48.5 | 1.8 | 89 | 51.5 | 2.1 |
| Barron's | 476 | 5.3 | 386 | 81.1 | 8.2 | 90 | 18.9 | 2.1 |
| Better Homes & Gardens | 2,906 | 32.3 | 971 | 33.4 | 20.7 | 1,935 | 66.6 | 44.9 |
| Bon Appetit | 1,232 | 13.7 | 457 | 37.1 | 9.7 | 775 | 62.9 | 18.0 |
| Business Week | 1,463 | 16.3 | 1,077 | 73.6 | 22.9 | 386 | 26.4 | 9.0 |
| Dun's Review | 334 | 3.7 | 269 | 80.6 | 5.7 | 65 | 19.4 | 1.5 |
| Esquire | 407 | 4.5 | 271 | 66.5 | 5.8 | 137 | 33.5 | 3.2 |
| Forbes | 1,138 | 12.6 | 833 | 73.2 | 17.7 | 305 | 26.8 | 7.1 |
| Fortune | 1,193 | 13.3 | 885 | 74.2 | 18.8 | 308 | 25.8 | 7.2 |
| Golf Digest | 869 | 9.7 | 610 | 70.2 | 13.0 | 259 | 29.8 | 6.0 |
| Golf Magazine | 560 | 6.2 | 406 | 72.6 | 8.7 | 153 | 27.4 | 3.6 |
| Good Housekeeping | 1,893 | 21.0 | 452 | 23.9 | 9.6 | 1,442 | 76.1 | 33.5 |
| Gourmet | 1,045 | 11.6 | 419 | 40.1 | 8.9 | 626 | 59.9 | 14.5 |
| Harper's Bazaar | 811 | 9.0 | 136 | 16.7 | 2.9 | 675 | 83.3 | 15.7 |
| Harper's Magazine | 261 | 2.9 | 94 | 35.9 | 2.0 | 168 | 64.1 | 3.9 |
| House Beautiful | 1,528 | 17.0 | 436 | 28.6 | 9.3 | 1,092 | 71.4 | 25.4 |
| House & Garden | 1,604 | 17.8 | 477 | 29.8 | 10.2 | 1,127 | 70.2 | 26.2 |
| Ladies' Home Journal | 1,662 | 18.5 | 352 | 21.2 | 7.5 | 1,310 | 78.8 | 30.4 |
| McCall's | 1,526 | 17.0 | 327 | 21.5 | 7.0 | 1,199 | 78.5 | 27.8 |
| Money | 862 | 9.6 | 550 | 63.7 | 11.7 | 313 | 36.3 | 7.3 |
| National Geographic | 3,227 | 35.9 | 1,720 | 53.3 | 36.6 | 1,507 | 46.7 | 35.0 |
| Nation's Business | 676 | 7.5 | 548 | 81.0 | 11.7 | 129 | 19.0 | 3.0 |
| Natural History | 320 | 3.6 | 160 | 50.1 | 3.4 | 160 | 49.9 | 3.7 |
| Newsweek | 2,421 | 26.9 | 1,284 | 53.0 | 27.3 | 1,137 | 47.0 | 26.4 |
| New West Magazine | 282 | 3.1 | 164 | 58.3 | 3.5 | 118 | 41.7 | 2.7 |
| The New Yorker | 878 | 9.8 | 462 | 52.6 | 9.8 | 417 | 47.4 | 9.7 |
| New York Magazine | 581 | 6.5 | 240 | 41.3 | 5.1 | 341 | 58.7 | 7.9 |
| The New York Times (Daily) | 1,147 | 12.7 | 645 | 56.3 | 13.7 | 502 | 43.7 | 11.7 |
| The New York Times (Sunday) | 1,666 | 18.5 | 793 | 47.6 | 16.9 | 873 | 52.4 | 20.3 |
| Psychology Today | 413 | 4.6 | 197 | 47.7 | 4.2 | 216 | 52.3 | 5.0 |
| Saturday Review | 259 | 2.9 | 100 | 38.8 | 2.1 | 158 | 61.2 | 3.7 |
| Scientific American | 402 | 4.5 | 281 | 69.8 | 6.0 | 122 | 30.2 | 2.8 |
| Signature | 388 | 4.3 | 222 | 57.1 | 4.7 | 166 | 42.9 | 3.9 |
| Smithsonian | 1,279 | 14.2 | 672 | 52.6 | 14.3 | 607 | 47.4 | 14.1 |
| Sports Illustrated | 1,654 | 18.4 | 1,076 | 65.7 | 23.1 | 567 | 34.3 | 13.2 |
| Tennis | 520 | 5.8 | 298 | 57.4 | 6.4 | 222 | 42.6 | 5.1 |
| Time | 3,454 | 38.4 | 1,826 | 52.9 | 38.9 | 1,627 | 47.1 | 37.8 |
| Town & Country | 653 | 7.3 | 225 | 34.5 | 4.8 | 427 | 65.5 | 9.9 |
| Travel & Leisure | 1,314 | 14.6 | 758 | 57.6 | 16.1 | 557 | 42.4 | 12.9 |
| U.S. News & World Report | 1,703 | 18.9 | 1,047 | 61.5 | 22.3 | 656 | 38.5 | 15.2 |
| Vogue | 1,294 | 14.4 | 234 | 18.0 | 5.0 | 1,061 | 82.0 | 24.6 |
| "W" | 408 | 4.5 | 162 | 39.7 | 3.4 | 246 | 60.3 | 5.7 |
| Wall Street Journal | 2,571 | 28.6 | 1,902 | 74.0 | 40.5 | 669 | 26.0 | 15.5 |
| World Tennis | 284 | 3.2 | 163 | 57.4 | 3.5 | 121 | 42.6 | 2.8 |

| AGE | 18-34 years | | 35-39 years | | 40-49 years | | 50-64 years | | 65 years & older | | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | Pct. comp. | Pct. cov. | Pct. comp. | Pct. cov. | Pct. comp. | Pct. cov. | Pct. comp. | Pct. cov. | Pct. comp. | Pct. cov. | Median age |
| Total affluent adults | 16.3 | 100.0 | 21.7 | 100.0 | 21.9 | 100.0 | 33.5 | 100.0 | 6.6 | 100.0 | 45.5 |
| Architectural Digest | 17.6 | 14.4 | 25.0 | 15.3 | 18.5 | 11.2 | 33.4 | 13.2 | 5.5 | 11.0 | 44.0 |
| The Atlantic | 9.5 | 1.1 | 9.7 | 0.9 | 26.6 | 2.3 | 36.2 | 2.1 | 17.9 | 5.1 | 51.7 |
| Barron's | 5.8 | 1.9 | 20.2 | 4.9 | 20.2 | 4.9 | 34.6 | 5.5 | 19.3 | 15.3 | 51.7 |
| Better Homes & Gardens | 14.9 | 29.5 | 22.1 | 32.9 | 20.1 | 29.6 | 37.3 | 36.0 | 5.6 | 27.3 | 46.5 |
| Bon Appetit | 14.8 | 12.5 | 28.0 | 17.7 | 22.6 | 14.1 | 31.2 | 12.8 | 3.3 | 6.9 | 43.2 |
| Business Week | 12.4 | 12.4 | 23.9 | 17.9 | 22.9 | 17.0 | 32.6 | 15.8 | 8.2 | 20.1 | 46.0 |
| Dun's Review | 2.2 | 0.5 | 21.5 | 3.7 | 28.3 | 4.8 | 39.9 | 4.4 | 8.0 | 4.5 | 49.3 |
| Esquire | 19.1 | 5.3 | 21.0 | 4.4 | 22.4 | 4.6 | 32.9 | 4.4 | 4.7 | 3.2 | 44.4 |
| Forbes | 8.9 | 6.9 | 22.1 | 12.9 | 21.4 | 12.4 | 38.7 | 14.6 | 8.9 | 16.9 | 48.9 |
| Fortune | 11.5 | 9.4 | 26.2 | 16.0 | 21.1 | 12.7 | 35.2 | 13.9 | 5.9 | 11.8 | 45.8 |
| Golf Digest | 12.6 | 7.5 | 10.4 | 4.7 | 20.9 | 9.2 | 50.1 | 14.4 | 6.0 | 8.6 | 51.8 |
| Golf Magazine | 18.1 | 6.9 | 6.1 | 1.7 | 21.6 | 6.1 | 49.6 | 9.2 | 4.7 | 4.4 | 51.3 |
| Good Housekeeping | 14.8 | 19.1 | 19.7 | 19.1 | 23.6 | 22.6 | 36.8 | 23.1 | 5.2 | 16.4 | 46.6 |
| Gourmet | 14.1 | 10.1 | 24.8 | 13.3 | 21.8 | 11.6 | 34.8 | 12.1 | 4.5 | 7.8 | 45.1 |
| Harper's Bazaar | 12.6 | 7.0 | 26.0 | 10.8 | 20.6 | 8.5 | 37.1 | 10.0 | 3.8 | 5.1 | 45.5 |
| Harper's Magazine | 8.0 | 1.4 | 23.8 | 3.2 | 22.5 | 3.0 | 35.0 | 3.0 | 10.7 | 4.7 | 48.1 |
| House Beautiful | 14.9 | 15.5 | 22.0 | 17.3 | 20.3 | 15.7 | 37.3 | 18.9 | 5.5 | 4.0 | 46.4 |
| House & Garden | 13.6 | 14.9 | 24.0 | 19.8 | 19.5 | 15.9 | 38.4 | 20.4 | 4.5 | 12.0 | 46.3 |
| Ladies' Home Journal | 14.3 | 16.2 | 20.1 | 17.1 | 21.9 | 18.4 | 38.9 | 21.4 | 4.9 | 13.6 | 47.2 |
| McCall's | 12.2 | 12.7 | 20.9 | 16.4 | 24.8 | 19.2 | 37.0 | 18.7 | 5.1 | 13.0 | 46.8 |
| Money | 13.1 | 7.7 | 26.1 | 11.6 | 25.1 | 11.0 | 31.2 | 8.9 | 4.5 | 6.5 | 44.3 |
| National Geographic | 11.7 | 25.7 | 21.8 | 36.1 | 22.3 | 36.5 | 36.7 | 39.3 | 7.5 | 40.2 | 47.4 |
| Nation's Business | 10.8 | 5.0 | 15.0 | 5.2 | 27.2 | 9.3 | 36.8 | 8.3 | 10.2 | 11.5 | 48.9 |
| Natural History | 8.7 | 1.9 | 21.2 | 3.5 | 24.4 | 4.0 | 35.3 | 3.7 | 10.3 | 5.5 | 48.2 |
| Newsweek | 19.0 | 31.4 | 22.8 | 28.3 | 20.6 | 25.2 | 31.8 | 25.5 | 5.9 | 23.8 | 44.0 |
| New West Magazine | 14.9 | 2.9 | 21.4 | 3.1 | 21.3 | 3.0 | 31.2 | 2.9 | 11.1 | 5.2 | 46.4 |
| The New Yorker | 13.8 | 8.3 | 29.1 | 9.0 | 20.8 | 9.3 | 37.3 | 10.9 | 8.0 | 11.7 | 47.7 |
| New York Magazine | 15.3 | 6.1 | 25.8 | 7.7 | 23.7 | 7.0 | 32.4 | 6.2 | 2.8 | 2.8 | 43.8 |
| The New York Times (Daily) | 14.3 | 11.2 | 22.0 | 12.9 | 18.4 | 10.7 | 37.0 | 14.1 | 8.3 | 15.8 | 47.4 |
| The New York Times (Sunday) | 15.3 | 17.5 | 21.1 | 18.0 | 19.9 | 16.8 | 36.2 | 20.0 | 7.5 | 20.8 | 46.8 |
| Psychology Today | 25.2 | 7.1 | 26.9 | 5.7 | 21.1 | 4.4 | 25.4 | 3.5 | 1.4 | 1.0 | 39.6 |
| Saturday Review | 9.2 | 1.6 | 17.9 | 2.4 | 24.0 | 3.1 | 37.6 | 3.2 | 11.4 | 4.9 | 49.6 |
| Scientific American | 15.9 | 4.4 | 19.2 | 4.0 | 24.0 | 4.9 | 34.9 | 4.7 | 6.0 | 4.0 | 46.2 |
| Signature | 10.1 | 2.7 | 19.1 | 3.8 | 19.1 | 3.8 | 41.4 | 5.3 | 10.3 | 6.7 | 50.6 |
| Smithsonian | 8.8 | 7.7 | 20.3 | 13.3 | 23.5 | 15.2 | 35.4 | 15.0 | 11.9 | 25.5 | 48.9 |
| Sports Illustrated | 17.6 | 19.8 | 28.5 | 24.1 | 22.8 | 19.1 | 22.7 | 15.2 | 3.5 | 9.5 | 41.7 |
| Tennis | 21.7 | 7.7 | 29.9 | 8.0 | 26.7 | 7.0 | 20.1 | 3.5 | 1.6 | 1.4 | 39.7 |
| Time | 17.8 | 42.1 | 23.6 | 41.7 | 22.6 | 39.6 | 30.6 | 35.1 | 5.4 | 31.0 | 43.8 |
| Town & Country | 10.1 | 4.5 | 23.9 | 8.0 | 18.9 | 6.3 | 38.6 | 8.4 | 8.5 | 9.3 | 48.5 |
| Travel & Leisure | 10.3 | 9.2 | 18.6 | 12.5 | 23.0 | 15.3 | 38.4 | 16.7 | 9.8 | 21.6 | 49.2 |
| U.S. News & World Report | 12.0 | 13.9 | 21.0 | 18.4 | 19.7 | 17.0 | 38.7 | 21.8 | 8.7 | 24.7 | 48.6 |
| Vogue | 14.2 | 12.5 | 26.2 | 17.4 | 22.2 | 14.6 | 34.0 | 14.6 | 3.5 | 7.6 | 44.3 |
| "W" | 11.0 | 3.1 | 21.5 | 4.5 | 24.8 | 5.1 | 38.7 | 5.2 | 4.0 | 2.7 | 47.1 |
| Wall St. Journal | 10.9 | 19.2 | 18.7 | 24.6 | 20.1 | 26.2 | 38.4 | 32.8 | 11.9 | 50.9 | 50.1 |
| World Tennis | 21.2 | 4.1 | 27.3 | 4.0 | 24.2 | 3.5 | 25.2 | 2.4 | 2.1 | 1.0 | 40.6 |

# TARGET TEEN INDEX

THE teen market is an important one. It is large and affluent (the Census Bureau projections to 1985 indicate a market of well over 27 million persons spending over $20 billion), with most of this money disposable. Also, various surveys in recent years have shown the teen to have a great measure of influence over family buying decisions.

The following tables are from the 1977 update to the Target Teen Index conducted by TGI. The study reflects the interests of teens (12-19) in a broad range of magazines. Teen readership is presented in 13 categories: farm publications, outdoor, general appeal, shelter magazines, men's interests, Sunday magazine sections, news magazines, romance and fan, special appeal, sports, women's interests, beauty and grooming, youth. The publications included in these 13 editorial classifications are listed on the bottom of the page opposite.

The demographics shown for both male and female teens are: age, education, race, household income, geographic region, metro/suburban, county by size, size of household, occupation of household head. For each magazine category and each demographic characteristic are shown the average number of teens (in thousands) in that demographic break who read that type of magazine; the percentage of total readers of that type of publication who fall within that particular demographic break (Pct. composition); and the percentage of teens in that demographic break covered by that type of publication (Pct. coverage).

This material was provided through the courtesy of Simmons Market Research Bureau.

## TOTAL TEENS

(in thousands)

| TOTALS | U.S. total | Farm | Outdoor | Gen'l | Shelter | Mens | Sunday | News | Romance /Fan | Special appeal | Sports | Womens | Fashion /Beauty | Youth |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Total teens** | 33061 | 1235 | 4768 | 24897 | 7593 | 13613 | 8090 | 13815 | 8910 | 5556 | 2712 | 20109 | 4657 | 13956 |
| Pct. composition | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |
| Pct. coverage | 100.0 | 3.7 | 14.4 | 75.3 | 23.0 | 41.2 | 24.5 | 41.8 | 27.0 | 16.8 | 8.2 | 60.8 | 14.1 | 42.2 |
| **AGE** | | | | | | | | | | | | | | |
| **12-17 years** | 24800 | 1000 | 3656 | 18292 | 5793 | 9207 | 5853 | 10687 | 6583 | 4204 | 2272 | 14165 | 3218 | 12203 |
| Pct. composition | 75.0 | 81.0 | 76.7 | 73.5 | 76.3 | 67.6 | 72.3 | 77.4 | 73.9 | 75.7 | 83.8 | 70.4 | 69.1 | 87.4 |
| Pct. coverage | 100.0 | 4.0 | 14.7 | 73.8 | 23.4 | 37.1 | 23.6 | 43.1 | 26.5 | 17.0 | 9.2 | 57.1 | 13.0 | 49.2 |
| **13-19 years** | 28961 | 1078 | 4342 | 22696 | 6815 | 12785 | 7389 | 12716 | 8358 | 5001 | 2417 | 18620 | 4417 | 12248 |
| Pct. composition | 87.6 | 87.3 | 91.1 | 91.2 | 89.8 | 93.9 | 91.3 | 92.0 | 93.8 | 90.0 | 89.1 | 92.6 | 94.8 | 87.8 |
| Pct. coverage | 100.0 | 3.7 | 15.0 | 78.4 | 23.5 | 44.1 | 25.5 | 43.9 | 28.9 | 17.3 | 8.3 | 64.3 | 15.3 | 42.3 |
| **12-14 years** | 12501 | 482 | 1644 | 8205 | 2497 | 3245 | 2521 | 4481 | 2588 | 1919 | 989 | 5836 | 953 | 5851 |
| Pct. composition | 37.8 | 39.0 | 34.5 | 33.0 | 32.9 | 23.8 | 31.2 | 32.4 | 30.2 | 34.5 | 36.5 | 29.0 | 20.5 | 41.9 |
| Pct. coverage | 100.0 | 3.9 | 13.2 | 65.6 | 20.0 | 26.0 | 20.2 | 35.8 | 21.5 | 15.4 | 7.9 | 46.7 | 7.6 | 46.8 |
| **15-17 years** | 12298 | 518 | 2012 | 10087 | 3296 | 5963 | 3332 | 6206 | 3894 | 2285 | 1284 | 8329 | 2266 | 6352 |
| Pct. composition | 37.2 | 41.9 | 42.2 | 40.5 | 43.4 | 43.8 | 41.2 | 44.9 | 43.7 | 41.1 | 47.3 | 41.4 | 48.7 | 45.5 |
| Pct. coverage | 100.0 | 4.2 | 16.4 | 82.0 | 26.8 | 48.5 | 27.1 | 50.5 | 31.7 | 18.6 | 10.4 | 67.7 | 18.4 | 51.7 |
| **18-19 years** | 8262 | 236* | 1111 | 6605 | 1800 | 4406 | 2237 | 3128 | 2327 | 1352 | 439 | 5944 | 1438 | 1753 |
| Pct. composition | 25.0 | 19.1 | 23.3 | 26.5 | 23.7 | 32.4 | 27.7 | 22.6 | 26.1 | 24.3 | 16.2 | 29.6 | 30.9 | 12.6 |
| Pct. coverage | 100.0 | 2.9 | 13.4 | 79.9 | 21.8 | 53.3 | 27.1 | 37.9 | 28.2 | 16.4 | 5.3 | 71.9 | 17.4 | 21.2 |

| | U.S. total | Farm | Outdoor | Gen'l | Shelter | Mens | Sunday | News | Romance /Fan | Special appeal | Sports | Womens | Fashion /Beauty | Youth |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **EDUCATION** | | | | | | | | | | | | | | |
| **Over 12 grades** | 2852 | 101* | 422 | 2754 | 663 | 1986 | 986 | 1734 | 547 | 681 | 232* | 2589 | 689 | 677 |
| Pct. composition | 8.6 | 8.2 | 8.9 | 11.1 | 8.7 | 14.6 | 12.2 | 12.6 | 6.1 | 12.3 | 8.6 | 12.9 | 14.8 | 4.9 |
| Pct. coverage | 100.0 | 3.5 | 14.8 | 96.6 | 23.2 | 69.6 | 34.6 | 60.8 | 19.2 | 23.9 | 8.1 | 90.8 | 24.2 | 23.7 |
| **Grades 10-12** | 15379 | 466 | 2307 | 12592 | 4042 | 7634 | 4060 | 6801 | 4788 | 2558 | 1368 | 10549 | 2773 | 6485 |
| Pct. composition | 46.5 | 37.7 | 48.4 | 50.6 | 53.2 | 56.1 | 50.2 | 49.2 | 53.7 | 46.0 | 50.4 | 52.5 | 59.5 | 46.5 |
| Pct. coverage | 100.0 | 3.0 | 15.0 | 81.9 | 26.3 | 49.6 | 26.4 | 44.2 | 31.1 | 16.6 | 8.9 | 68.6 | 18.0 | 42.2 |
| **Under 10 grades** | 14830 | 669 | 2039 | 9550 | 2887 | 3993 | 3044 | 5280 | 3575 | 2317 | 1111 | 6971 | 1194 | 6795 |
| Pct. composition | 44.9 | 54.2 | 42.8 | 38.4 | 38.0 | 29.3 | 37.6 | 38.2 | 40.1 | 41.7 | 41.0 | 34.7 | 25.6 | 48.7 |
| Pct. coverage | 100.0 | 4.5 | 13.7 | 64.4 | 19.5 | 26.9 | 20.5 | 35.6 | 24.1 | 15.6 | 7.5 | 47.0 | 8.1 | 45.8 |
| **RACE** | | | | | | | | | | | | | | |
| **White** | 28249 | 1076 | 4380 | 21682 | 6443 | 12172 | 7431 | 12511 | 7285 | 5142 | 2439 | 17728 | 4095 | 12667 |
| Pct. composition | 85.4 | 87.1 | 91.9 | 87.1 | 84.9 | 89.4 | 91.9 | 90.6 | 81.8 | 92.5 | 89.9 | 88.2 | 87.9 | 90.8 |
| Pct. coverage | 100.0 | 3.8 | 15.5 | 76.8 | 22.8 | 43.1 | 26.3 | 44.3 | 25.8 | 18.2 | 8.6 | 62.8 | 14.5 | 44.8 |
| **Black** | 4296 | 131* | 316* | 2913 | 1029 | 1284 | 609 | 1167 | 1532 | 356 | 244* | 2053 | 533 | 1136 |
| Pct. composition | 13.0 | 10.6 | 6.6 | 11.7 | 13.6 | 9.4 | 7.5 | 8.4 | 17.2 | 6.4 | 9.0 | 10.2 | 11.4 | 8.1 |
| Pct. coverage | 100.0 | 3.0 | 7.4 | 67.8 | 24.0 | 29.9 | 14.2 | 27.2 | 35.7 | 8.3 | 5.7 | 47.8 | 12.4 | 26.4 |
| **Other** | 517 | 28* | 72* | 301* | 121* | 158* | 50* | 137* | 93* | 58* | 29* | 329* | 29* | 154* |
| Pct. composition | 1.6 | 2.3 | 1.5 | 1.2 | 1.6 | 1.2 | 0.6 | 1.0 | 1.0 | 1.0 | 1.1 | 1.6 | 0.6 | 1.1 |
| Pct. coverage | 100.0 | 5.4 | 13.9 | 58.2 | 23.4 | 30.6 | 9.7 | 26.5 | 18.0 | 11.2 | 5.6 | 63.6 | 5.6 | 29.8 |
| **HOUSEHOLD INCOME** | | | | | | | | | | | | | | |
| **$15,000 & over** | 13058 | 407 | 2073 | 10275 | 3604 | 6033 | 3989 | 6659 | 2527 | 3069 | 1316 | 9461 | 2318 | 6209 |
| Pct. composition | 39.5 | 33.0 | 43.5 | 41.3 | 47.5 | 44.3 | 49.3 | 48.2 | 28.4 | 55.2 | 48.5 | 47.0 | 49.8 | 44.5 |
| Pct. coverage | 100.0 | 3.1 | 15.9 | 78.7 | 27.6 | 46.2 | 30.5 | 51.0 | 19.4 | 23.5 | 10.1 | 72.5 | 17.8 | 47.5 |
| **$10-14,999** | 7592 | 290 | 1256 | 5873 | 1692 | 3429 | 1798 | 3098 | 1952 | 1106 | 540 | 4392 | 972 | 3135 |
| Pct. composition | 23.0 | 23.5 | 26.3 | 23.6 | 22.3 | 25.2 | 22.2 | 22.4 | 21.9 | 19.9 | 19.9 | 21.8 | 20.9 | 22.5 |
| Pct. coverage | 100.0 | 3.8 | 16.5 | 77.4 | 22.3 | 45.2 | 23.7 | 40.8 | 25.7 | 14.6 | 7.1 | 57.9 | 12.8 | 41.3 |
| **Under $10,000** | 12411 | 538 | 1439 | 8749 | 2296 | 4151 | 2303 | 4058 | 4431 | 1380 | 856 | 6256 | 1367 | 4612 |
| Pct. composition | 37.5 | 43.6 | 30.2 | 35.1 | 30.2 | 30.5 | 28.5 | 29.4 | 49.7 | 24.8 | 31.6 | 31.1 | 29.4 | 33.0 |
| Pct. coverage | 100.0 | 4.3 | 11.6 | 70.5 | 18.5 | 33.4 | 18.6 | 32.7 | 35.7 | 11.1 | 6.9 | 50.4 | 11.0 | 37.2 |

## MAGAZINES IN TARGET TEEN INDEX'S 13 CATEGORIES

**Farm publications**
- Farm Journal
- Progressive Farmer
- Successful Farming

**Outdoor**
- Field & Stream
- Outdoor Life
- Sports Afield

**General**
- Ebony
- Grit
- National Enquirer
- People Weekly
- Reader's Digest
- TV Guide

**Shelter**
- Apartment Life
- Better Homes & Gardens
- Flower & Garden
- House Beautiful
- House & Garden
- Southern Living
- Sunset

**Mens**
- Gallery
- Mechanix Illustrated
- Penthouse
- Playboy
- Playgirl
- Popular Mechanics
- Popular Science
- Ski
- Sport

**Sunday magazines**
- Family Weekly
- Parade

**News**
- Newsweek
- Sports Illustrated
- Time
- U.S. News & World Report

**Romance/Fan**
- Modern Romances
- Modern Screen
- Photoplay
- True Confessions
- True Experience
- True Love
- True Romance
- True Story
- TV Radio Mirror

**Special appeal**
- Esquire
- National Geographic
- Scientific American
- Smithsonian

**Sports**
- Golf Digest
- Golf Magazine
- Tennis
- World Tennis

**Womens**
- Bride's Magazine
- Cosmopolitan
- Essence
- Family Circle
- Girl Talk
- Good Housekeeping
- Ladies Home Journal
- McCall's
- Ms.
- Parents' Magazine
- Redbook
- Weight Watchers
- Woman's Day

**Fashion/Beauty**
- Glamour
- Harper's Bazaar
- Mademoiselle
- Vogue

**Youth**
- American Girl
- Boy's Life
- Co-ed
- Seventeen
- Teen

## SIZE OF HOUSEHOLD

| | U.S. total | Farm | Outdoor | Gen'l | Shelter | Mens | Sunday | News | Romance /Fan | Special appeal | Sports | Womens | Fashion /Beauty | Youth |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **One person** | 96* | 6* | 6* | 131* | 24* | 104* | 70* | 64* | 75* | 25* | 0* | 141* | 22* | 19* |
| Pct. composition | 0.3 | 0.5 | 0.1 | 0.5 | 0.3 | 0.8 | 0.9 | 0.5 | 0.8 | 0.4 | 0 | 0.7 | 0.5 | 0.1 |
| Pct. coverage | 100.0 | 6.3 | 6.3 | 136.5 | 25.0 | 108.3 | 72.9 | 66.7 | 78.1 | 26.0 | 0 | 146.9 | 22.9 | 19.8 |
| **Two persons** | 2008 | 35* | 155* | 1661 | 504 | 794 | 395 | 743 | 429* | 247* | 104* | 1331 | 323 | 524 |
| Pct. composition | 6.1 | 2.8 | 3.3 | 6.7 | 6.6 | 5.8 | 4.9 | 5.4 | 4.8 | 4.4 | 3.8 | 6.6 | 6.9 | 3.8 |
| Pct. coverage | 100.0 | 1.7 | 7.7 | 82.7 | 25.1 | 39.5 | 19.7 | 37.0 | 21.4 | 12.3 | 5.2 | 66.3 | 16.1 | 26.1 |
| **Three persons** | 4883 | 186* | 802 | 3860 | 1082 | 2608 | 1140 | 1979 | 1137 | 875 | 433 | 3326 | 722 | 1850 |
| Pct. composition | 14.8 | 15.1 | 16.8 | 15.5 | 14.2 | 19.2 | 14.1 | 14.3 | 12.8 | 15.7 | 16.0 | 16.5 | 15.5 | 13.3 |
| Pct. coverage | 100.0 | 3.8 | 16.4 | 79.0 | 22.2 | 53.4 | 23.3 | 40.5 | 23.3 | 17.9 | 8.9 | 68.1 | 14.8 | 37.9 |
| **Four persons** | 7441 | 330 | 1124 | 5597 | 1485 | 3102 | 2150 | 3166 | 1876 | 1400 | 611 | 4123 | 961 | 3225 |
| Pct. composition | 22.5 | 26.7 | 23.6 | 22.5 | 19.6 | 22.8 | 26.6 | 22.9 | 21.1 | 25.2 | 22.5 | 20.5 | 20.6 | 23.1 |
| Pct. coverage | 100.0 | 4.4 | 15.1 | 75.2 | 20.0 | 41.7 | 28.9 | 42.5 | 25.2 | 18.8 | 8.2 | 55.4 | 12.9 | 43.3 |
| **Five or more** | 18633 | 678 | 2681 | 13648 | 4497 | 7005 | 4334 | 7863 | 5392 | 3008 | 1564 | 11189 | 2628 | 8338 |
| Pct. composition | 56.4 | 54.9 | 56.2 | 54.8 | 59.2 | 51.5 | 53.6 | 56.9 | 60.5 | 54.1 | 57.7 | 55.6 | 56.4 | 59.7 |
| Pct. coverage | 100.0 | 3.6 | 14.4 | 73.2 | 24.1 | 37.6 | 23.3 | 42.2 | 28.9 | 16.1 | 8.4 | 60.0 | 14.1 | 44.7 |

## GEOGRAPHIC REGION

| | U.S. total | Farm | Outdoor | Gen'l | Shelter | Mens | Sunday | News | Romance /Fan | Special appeal | Sports | Womens | Fashion /Beauty | Youth |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **New England** | 1715 | 36* | 218* | 1704 | 382 | 875 | 728 | 1096 | 457* | 344 | 127* | 1412 | 350 | 988 |
| Pct. composition | 5.2 | 2.9 | 4.6 | 6.8 | 5.0 | 6.4 | 9.0 | 7.9 | 5.1 | 6.2 | 4.7 | 7.0 | 7.5 | 7.1 |
| Pct. coverage | 100.0 | 2.1 | 12.7 | 99.4 | 22.3 | 51.0 | 42.4 | 63.9 | 26.6 | 20.1 | 7.4 | 82.3 | 20.4 | 57.6 |
| **Mid Atlantic** | 6470 | 106* | 824 | 4899 | 1241 | 2702 | 1622 | 2787 | 1460 | 1169 | 447 | 4360 | 917 | 2645 |
| Pct. composition | 19.6 | 8.6 | 17.3 | 19.7 | 16.3 | 19.8 | 20.0 | 20.2 | 16.4 | 21.0 | 16.5 | 21.7 | 19.7 | 19.0 |
| Pct. coverage | 100.0 | 1.6 | 12.7 | 75.7 | 19.2 | 41.8 | 25.1 | 43.1 | 22.6 | 18.1 | 6.9 | 67.4 | 14.2 | 40.9 |
| **East Central** | 5277 | 283* | 899 | 4163 | 1240 | 2073 | 1186 | 2197 | 1575 | 996 | 572 | 3710 | 904 | 2455 |
| Pct. composition | 16.0 | 22.9 | 18.9 | 16.7 | 16.3 | 15.2 | 14.7 | 15.9 | 17.7 | 17.9* | 21.1 | 18.4 | 19.4 | 17.6 |
| Pct. coverage | 100.0 | 5.4 | 17.0 | 78.9 | 23.5 | 39.3 | 22.5 | 41.6 | 29.8 | 18.9 | 10.8 | 70.3 | 17.1 | 46.5 |
| **West Central** | 5274 | 154* | 863 | 3583 | 1277 | 2264 | 1218 | 2231 | 943 | 867 | 430 | 3267 | 885 | 2040 |
| Pct. composition | 16.0 | 12.5 | 18.1 | 14.4 | 16.8 | 16.6 | 15.1 | 16.1 | 10.6 | 15.6 | 15.9 | 16.2 | 19.0 | 14.6 |
| Pct. coverage | 100.0 | 2.9 | 16.4 | 67.9 | 24.2 | 42.9 | 23.1 | 42.3 | 17.9 | 16.4 | 8.2 | 61.9 | 16.8 | 38.7 |
| **Southeast** | 6170 | 373 | 842 | 4496 | 1505 | 2284 | 1939 | 2315 | 2321 | 943 | 538 | 3051 | 745 | 2563 |
| Pct. composition | 18.7 | 30.2 | 17.7 | 18.1 | 19.8 | 16.8 | 24.0 | 16.8 | 26.0 | 17.0 | 19.8 | 15.2 | 16.0 | 18.4 |
| Pct. coverage | 100.0 | 6.0 | 13.6 | 72.9 | 24.4 | 37.0 | 31.4 | 37.5 | 37.6 | 15.3 | 8.7 | 49.4 | 12.1 | 41.5 |
| **Southwest** | 3272 | 168* | 482 | 1914 | 779 | 1043 | 657 | 884 | 1060 | 345 | 205* | 1609 | 257 | 1324 |
| Pct. composition | 9.9 | 13.6 | 10.1 | 7.7 | 10.3 | 7.7 | 8.1 | 6.4 | 11.9 | 6.2 | 7.6 | 8.0 | 5.5 | 9.5 |
| Pct. coverage | 100.0 | 5.1 | 14.7 | 58.5 | 23.8 | 31.9 | 20.1 | 27.0 | 32.4 | 10.5 | 6.3 | 49.2 | 7.9 | 40.5 |
| **Pacific** | 4884 | 114* | 639 | 4139 | 1169 | 2372 | 740 | 2306 | 1095 | 890 | 393 | 2700 | 598 | 1941 |
| Pct. composition | 14.8 | 9.2 | 13.4 | 16.6 | 15.4 | 17.4 | 9.1 | 16.7 | 12.3 | 16.0 | 14.5 | 13.4 | 12.8 | 13.9 |
| Pct. coverage | 100.0 | 2.3 | 13.1 | 84.7 | 23.9 | 48.6 | 15.2 | 47.2 | 22.4 | 18.2 | 8.0 | 55.3 | 12.2 | 39.7 |

## OCCUPATION OF HOUSEHOLD HEAD

| | U.S. total | Farm | Outdoor | Gen'l | Shelter | Mens | Sunday | News | Romance /Fan | Special appeal | Sports | Womens | Fashion /Beauty | Youth |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Prof/Tech** | 131* | 0* | 16* | 88* | 31* | 73* | 40* | 83* | 87* | 32* | 13* | 125* | 33* | 29* |
| Pct. composition | 0.4 | 0 | 0.3 | 0.4 | 0.4 | 0.5 | 0.5 | 0.6 | 1.0 | 0.6 | 0.5 | 0.6 | 0.7 | 0.2 |
| Pct. coverage | 100.0 | 0 | 12.2 | 67.2 | 23.7 | 55.7 | 30.5 | 63.4 | 66.4 | 24.4 | 9.9 | 95.4 | 25.2 | 22.1 |
| **Mgr/Prop** | 232* | 10* | 30* | 185* | 57* | 236* | 28* | 167* | 10* | 51* | 28* | 83* | 12* | 34* |
| Pct. composition | 0.7 | 0.8 | 0.6 | 0.7 | 0.8 | 1.7 | 0.3 | 1.2 | 0.1 | 0.9 | 1.0 | 0.4 | 0.3 | 0.2 |
| Pct. coverage | 100.0 | 4.3 | 12.9 | 79.7 | 24.6 | 101.7 | 12.1 | 72.0 | 4.3 | 22.0 | 12.1 | 35.8 | 5.2 | 14.7 |
| **Cler/Sales** | 2839 | 73* | 298* | 2528 | 828 | 1316 | 853 | 1265 | 915 | 335 | 194* | 2756 | 790 | 1173 |
| Pct. composition | 8.6 | 5.9 | 6.3 | 10.2 | 10.9 | 9.7 | 10.5 | 9.2 | 10.3 | 6.0 | 7.2 | 13.7 | 17.0 | 8.4 |
| Pct. coverage | 100.0 | 2.6 | 10.5 | 89.0 | 29.2 | 46.4 | 30.0 | 44.6 | 32.2 | 11.8 | 6.8 | 97.1 | 27.8 | 41.3 |
| **Craft/Fore** | 984 | 41* | 199* | 668 | 60* | 865 | 310* | 499* | 63* | 227* | 61* | 244* | 8* | 107* |
| Pct. composition | 3.0 | 3.3 | 4.2 | 2.7 | 0.8 | 6.4 | 3.8 | 3.6 | 0.7 | 4.1 | 2.2 | 1.2 | 0.2 | 0.8 |
| Pct. coverage | 100.0 | 4.2 | 20.2 | 67.9 | 6.1 | 87.9 | 31.5 | 50.7 | 6.4 | 23.1 | 6.2 | 24.8 | 0.8 | 10.9 |
| **Other employ** | 4108 | 172* | 827 | 2993 | 686 | 2407 | 1256 | 2001 | 771 | 828 | 360 | 1895 | 503 | 976 |
| Pct. composition | 12.4 | 13.9 | 17.3 | 12.0 | 9.0 | 17.7 | 15.5 | 14.5 | 8.7 | 14.9 | 13.3 | 9.4 | 10.8 | 7.0 |
| Pct. coverage | 100.0 | 4.2 | 20.1 | 72.9 | 16.7 | 58.6 | 30.6 | 48.7 | 18.8 | 20.2 | 8.8 | 46.1 | 12.2 | 23.8 |

## METRO/SUBURBAN

| | U.S. total | Farm | Outdoor | Gen'l | Shelter | Mens | Sunday | News | Romance /Fan | Special appeal | Sports | Womens | Fashion /Beauty | Youth |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **SMSA-central** | 11311 | 230* | 1309 | 7856 | 2441 | 4092 | 2676 | 4374 | 2629 | 1835 | 889 | 6473 | 1718 | 4005 |
| Pct. composition | 34.2 | 18.6 | 27.5 | 31.6 | 32.1 | 30.1 | 33.1 | 31.7 | 29.5 | 33.0 | 32.8 | 32.2 | 36.9 | 28.7 |
| Pct. coverage | 100.0 | 2.0 | 11.6 | 69.5 | 21.6 | 36.2 | 23.7 | 38.7 | 23.2 | 16.2 | 7.9 | 57.2 | 15.2 | 35.4 |
| **SMSA-suburban** | 12666 | 298 | 1730 | 9924 | 2739 | 5809 | 2960 | 5817 | 3017 | 2187 | 1107 | 7791 | 1857 | 5411 |
| Pct. composition | 38.3 | 24.1 | 36.3 | 39.9 | 36.1 | 42.7 | 36.6 | 42.1 | 33.9 | 39.4 | 40.8 | 38.7 | 39.9 | 38.8 |
| Pct. coverage | 100.0 | 2.4 | 13.7 | 78.4 | 21.6 | 45.9 | 23.4 | 45.9 | 23.8 | 17.3 | 8.7 | 61.5 | 14.7 | 42.7 |
| **Non-SMSA** | 9085 | 708 | 1729 | 7116 | 2412 | 3213 | 2453 | 3625 | 3264 | 1534 | 716 | 5846 | 1081 | 4540 |
| Pct. composition | 27.5 | 57.3 | 36.3 | 28.6 | 31.8 | 27.3 | 30.3 | 26.2 | 36.6 | 27.6 | 26.4 | 29.1 | 23.2 | 32.5 |
| Pct. coverage | 100.0 | 7.8 | 19.0 | 78.3 | 26.5 | 40.9 | 27.0 | 39.9 | 35.9 | 16.9 | 7.9 | 64.3 | 11.9 | 50.0 |

## COUNTY BY SIZE

| | U.S. total | Farm | Outdoor | Gen'l | Shelter | Mens | Sunday | News | Romance /Fan | Special appeal | Sports | Womens | Fashion /Beauty | Youth |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **A county** | 12776 | 171 | 1547 | 9140 | 2804 | 5428 | 2336 | 5679 | 2740 | 2377 | 1049 | 7793 | 1917 | 5007 |
| Pct. composition | 38.6 | 13.8 | 32.4 | 36.7 | 36.9 | 39.9 | 28.9 | 41.1 | 30.8 | 42.8 | 38.7 | 38.8 | 41.2 | 35.9 |
| Pct. coverage | 100.0 | 1.3 | 12.1 | 71.5 | 21.9 | 42.5 | 18.3 | 44.5 | 21.4 | 18.6 | 8.2 | 61.0 | 15.0 | 39.2 |
| **B county** | 10129 | 300* | 1376 | 7856 | 2103 | 4152 | 3191 | 4444 | 2592 | 1576 | 950 | 6089 | 1606 | 4109 |
| Pct. composition | 30.6 | 24.3 | 28.9 | 31.6 | 27.7 | 30.5 | 39.4 | 32.2 | 29.1 | 28.4 | 35.0 | 30.3 | 34.5 | 29.4 |
| Pct. coverage | 100.0 | 3.0 | 13.6 | 77.6 | 20.8 | 41.0 | 31.5 | 43.9 | 25.6 | 15.6 | 9.4 | 60.1 | 15.9 | 40.6 |
| **C county** | 6124 | 331* | 1136 | 4881 | 1682 | 2546 | 1697 | 2260 | 2104 | 1136 | 442 | 3919 | 797 | 2750 |
| Pct. composition | 18.5 | 26.8 | 23.8 | 19.6 | 22.2 | 18.7 | 21.0 | 16.4 | 23.6 | 20.4 | 16.3 | 19.5 | 17.1 | 19.7 |
| Pct. coverage | 100.0 | 5.4 | 18.5 | 79.7 | 27.5 | 41.6 | 27.7 | 36.9 | 34.4 | 18.5 | 7.2 | 64.0 | 13.0 | 44.9 |
| **D county** | 4032 | 434* | 709 | 3020 | 1003 | 1488 | 866 | 1433 | 1473 | 467 | 271* | 2308 | 337* | 2090 |
| Pct. composition | 12.2 | 35.1 | 14.9 | 12.1 | 13.2 | 10.9 | 10.7 | 10.4 | 16.5 | 8.4 | 10.0 | 11.5 | 7.2 | 15.0 |
| Pct. coverage | 100.0 | 10.8 | 17.6 | 74.9 | 24.9 | 36.9 | 21.5 | 35.5 | 36.5 | 11.6 | 6.7 | 57.2 | 8.4 | 51.8 |

# SEVEN TRAVEL & LEISURES. CHECK THEM OUT!

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## Regionals

### Definitions

**EASTERN REGION:** Maine, Vermont, New Hampshire, Massachusetts, Rhode Island, Connecticut, New York, New Jersey, Pennsylvania, Maryland, Delaware, Washington, D.C., Puerto Rico, Virgin Islands

**NEW YORK METRO EDITION:** Counties: Fairfield, *Conn.*; Bergen, Essex, Hudson, Middlesex, Morris, Passaic, Somerset, Union, *New Jersey;* Bronx, Kings, Nassau, New York, Queens, Richmond, Rockland, Suffolk, Westchester, *New York;* Puerto Rico, Virgin Islands.

**MIDWEST EDITION:** North Dakota, South Dakota, Nebraska, Kansas, Minnesota, Iowa, Missouri, Wisconsin, Illinois, Indiana, Michigan, Ohio, Kentucky, West Virginia.

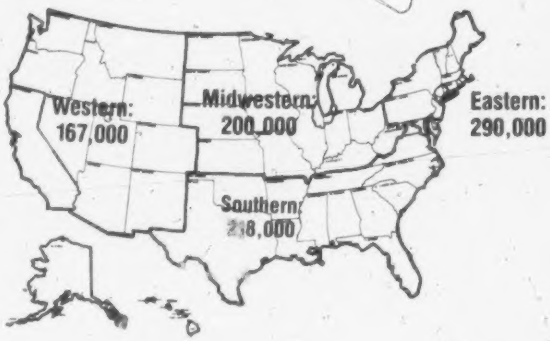
**CHICAGO METRO EDITION:** Counties: Cook, De Kalb, Du Page, Grundy, Kane, Kankakee, Kendall, Lake, La Salle, Livingston, McHenry, Will, *Illinois;* Jasper, Lake, La Porte, Newton, Porter, *Indiana;* Berrien, *Michigan;* Kenosha, *Wisconsin.*

**SOUTHERN EDITION:** Virginia, North Carolina, South Carolina, Georgia, Florida, Tennessee, Alabama, Mississippi, Arkansas, Louisiana, Oklahoma, Texas.

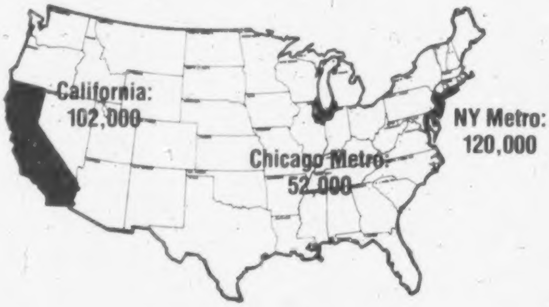
**WESTERN EDITION:** Washington, Oregon, California, Idaho, Nevada, Arizona, Utah, Montana, Wyoming, Colorado, New Mexico, Alaska, Hawaii.

**CALIFORNIA METRO EDITION:** State of California.

### Four Regional Editions



### Three Metros



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# TRAVEL& LEISURE

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New York, N.Y. 10019 (212) 399-2500

AMERICAN EXPRESS ®

# SECTION 5

# ADI COVERAGE

A national advertiser has to think locally for at least two reasons. There are always individual markets that are more important to sales of an individual product, and national media do not cover all markets uniformly. This section is designed to help the planner determine the local market coverage provided by a schedule of national magazines.

The pages that follow contain current circulation and household coverage from the ABC Data Bank for major magazines in each of the nation's top 20 ADI's. Also included for these same 111 publications are circulation and coverage figures for A, B, C and D counties.

# ABC MAGAZINE CIRCULATION BY MARKET

THE following pages contain two reports compiled to Encyclomedia specifications by the Audit Bureau of Circulations. Based upon tabulations of county circulation data, the circulation figures for the 111 publications included in the ABC Data Bank were tabulated and adjusted to approximate circulation averages for the 12 months ending December 31, 1978 (September 30, 1978 for Parade) as reported in ABC publishers' statements.

The adjusted county figures are grouped first to the top 20 Areas of Dominant Influence (ADI's) as defined by the Arbitron Company. For split county ADI's, the circulation of each publication was allocated according to the ratio of Arbitron's TV households. The circulations are then presented according to the adjusted county circulation figures for A, B, C and D county size groups as defined by the A.C. Nielsen Company.

Household data used to rank the ADI's are the latest ABC estimates. Shown are the ADI circulations as a percentage of market households and as a percentage of total U.S. circulation for each of the 111 publications. County size group circulation is also shown as a percentage of households for each publication.

Below is a list of the publications included in these reports along with their total U.S. circulation, percentage of total U.S. households covered, and the issue date used as the basis for the adjusted circulation figures. For your convenience, we have also provided alphabetical listings of the top 20 ADI's included in these analyses.

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## TOTAL U.S. CIRCULATION AND COVERAGE

(75,559,400 households)

| Publication | Total U.S. circ. | Pct U.S. circ. | Issue date |
|---|---|---|---|
| A.D. | 290,536 | .38 | 5/75 |
| Apartment Life | 803,716 | 1.06 | 10/78 |
| Architectural Digest | 359,796 | .48 | 11/78 |
| Atlantic Monthly | 309,460 | .41 | 10/77 |
| Better Homes & Grdns | 7,916,793 | 10.48 | 10/78 |
| Boating | 175,509 | .23 | 1/76 |
| Bon Appetit | 954,650 | 1.26 | 11/78 |
| Book Digest | 956,501 | 1.27 | 4/78 |
| Boys' Life | 1,736,726 | 2.30 | 12/77 |
| Bride's Magazine | 252,476 | .33 | 8/9/77 |
| Business Week | 680,537 | .90 | 5/30/77 |
| Capper's Weekly | 424,006 | .56 | 11/28/78 |
| Car & Driver | 657,915 | .87 | 4/76 |
| Catholic Digest | 517,480 | .68 | 5/77 |
| Cosmopolitan | 2,465,350 | 3.26 | 1/78 |
| Cycle | 411,924 | 55 | 4/76 |
| Ebony | 1,216,371 | 1.61 | 5/78 |
| Esquire | 715,517 | .95 | 10/24/78 |
| Family Circle | 7,791,418 | 10.31 | 10/23/78 |
| Field & Stream | 1,983,905 | 2.63 | 3/78 |
| Flying | 362,741 | .48 | 4/76 |
| Forbes | 646,851 | .86 | 6/21/78 |
| Fortune | 560,706 | .74 | 5/22/78 |
| Gentlemen's Qtrly | 320,581 | .42 | 9/77 |
| Glamour | 1,743,085 | 2.31 | 9/77 |
| Golf | 660,457 | .87 | 8/78 |
| Golf Digest | 894,988 | 1.18 | 8/78 |
| Good Housekeeping | 5,024,588 | 6.65 | 2/78 |
| Gourmet | 591,107 | .78 | 3/76 |
| Grit | 1,049,856 | 1.39 | 5/21/78 |
| Harper's Bazaar | 539,013 | .71 | 2/77 |
| Harper's Magazine | 388,323 | .51 | 10/77 |
| Harper's/Atlantic | 696,134 | .92 | 10/77 |
| Stereo Review | 454,599 | .60 | 3/76 |
| House Beautiful | 803,961 | 1.06 | 10/78 |
| House & Garden | 989,747 | 1.31 | 9/77 |
| Jet | 646,639 | .86 | 3/30/78 |
| Ladies Home Journal | 5,819,113 | 7.70 | 4/76 |
| Mademoiselle | 870,571 | 1.15 | 9/78 |
| McCalls | 6,371,488 | 8.43 | 4/78 |
| Mechanix Illustrated | 1,600,098 | 2.12 | 10/77 |
| Modern Bride | 251,083 | .33 | Sprg 76 |
| Money | 757,549 | 1.00 | 3/78 |
| Motor Boating & Sail | 124,121 | .16 | 3/76 |
| National Geographic | 8,232,563 | 10.90 | 6/78 |
| Nation's Business | 1,171,179 | 1.55 | 11/78 |
| Natural History | 437,761 | 58 | 12/77 |
| The New Yorker | 472,770 | .63 | 11/6/78 |
| Newsweek | 2,861,462 | 3.79 | 6/19/78 |
| Oui | 756,110 | 1.00 | 11/76 |
| Outdoor Life | 1,632,237 | 2.16 | 10/78 |
| Penthouse | 4,547,155 | 6.02 | 9/77 |
| Parents | 1,440,403 | 1.91 | 10/78 |
| People Weekly | 2,219,333 | 2.94 | 3/27/78 |
| Photoplay | 655,332 | .87 | 9/78 |
| Playboy | 4,430,019 | 5.86 | 11/76 |
| Popular Mechanics | 1,566,232 | 2.07 | 1/77 |
| Popular Photography | 737,177 | .98 | 4/76 |
| Popular Science | 1,660,880 | 2.20 | 7/78 |
| Psychology Today | 1,111,772 | 1.47 | 4/78 |
| Quest/78 | 305,482 | .40 | 11/78 |
| Reader's Digest | 18,023,642 | 23.85 | 5/78 |
| Redbook | 4,311,870 | 5.71 | 1/76 |
| Road & Track | 496,648 | .66 | 9/77 |
| Rolling Stone | 549,568 | 73 | 10/19/78 |
| Scientific American | 531,405 | .70 | 11/78 |
| Seventeen | 1,349,619 | 1.79 | 4/78 |
| Ski | 385,637 | .51 | 10/78 |
| Skiing | 417,083 | .55 | 1/76 |
| Smithsonian | 1,678,390 | 2.22 | 12/77 |
| Southern Living | 1,642,607 | 2.17 | 12/76 |
| Cuisine | 664,573 | .88 | 10/74 |
| Sport Magazine | 1,243,393 | 1.65 | 4/76 |
| Sports Afield | 542,903 | .72 | 1/78 |
| Sports Illustrated | 2,230,365 | 2.95 | 5/8/78 |

### TOTALS CONTINUED

| Publication | Total U.S. circ. | Pct U.S. circ. | Issue date |
|---|---|---|---|
| Sunset Magazine | 1,366,594 | 1.81 | 4/76 |
| Time | 4,286,921 | 5.67 | 3/6/78 |
| Time B | 1,573,153 | 2.08 | 6/12/78 |
| Town and Country | 156,486 | .21 | 2/76 |
| True Confessions | 246,431 | .33 | 3/78 |
| True Experience | 171,545 | .23 | 3/78 |
| True Love | 160,999 | .21 | 3/78 |
| True Romance | 171,798 | .23 | 3/78 |
| True Story | 1,692,213 | 2.24 | 9/78 |
| TV Guide | 19,669,280 | 26.03 | 3/11/78 |
| U.S. News & Wrld Rep | 2,035,154 | 2.69 | 3/27/78 |
| Vogue | 881,530 | 1.17 | 9/78 |
| Woman's Day | 7,524,305 | 9.96 | 11/20/78 |
| Saturday Review | 520,179 | .69 | 10/28/78 |
| World Tennis | 318,685 | .42 | 10/76 |
| Ziff-Davis Mag Netwk | 3,205,079 | 4.24 | 1976 |
| Amer. Agriculturist | 105,137 | .14 | 2/76 |
| California Farmer | 60,153 | .08 | 12/9/78 |
| Co. Rancher & Farmer | 27,774 | .04 | 6/77 |
| Farm Journal | 1,413,250 | 1.87 | 11/77 |
| The Farmer | 178,467 | .24 | 12/9/78 |
| The Farmer-Stockman | 290,072 | .38 | 12/78 |
| Hoard's Dairyman | 221,690 | .29 | 5/25/78 |
| Kansas Farmer | 67,687 | .09 | 9/16/78 |
| Michigan Farmer | 77,935 | .10 | 9/16/78 |
| Missouri Ruralist | 87,864 | .12 | 9/23/78 |
| Nebraska Farmer | 78,743 | .10 | 6/17/78 |
| NW Unit Farm Mags | 112,206 | .15 | 12/2/78 |
| The Ohio Farmer | 101,721 | .13 | 9/16/78 |
| Pennsylvania Farmer | 78,802 | .10 | 9/23/78 |
| Prairie Farmer | 229,769 | .30 | 6/17/78 |
| Progressive Farmer | 953,260 | 1.26 | 6/76 |
| Successful Farming | 753,096 | 1.00 | 3/78 |
| Wallaces Farmer | 137,708 | .18 | 6/24/78 |
| Wisc. Agriculturist | 94,719 | .13 | 6/24/78 |
| Parade | 20,408,917 | 27.01 | 7/31/78 |

### ADI'S IN THIS ANALYSIS

| ADI | Rank |
|---|---|
| Atlanta | 16 |
| Baltimore | 20 |
| Boston | 6 |
| Chicago | 3 |
| Cleveland | 9 |
| Dallas-Ft. Worth | 10 |
| Detroit | 7 |
| Houston | 12 |
| Indianapolis | 19 |
| Los Angeles | 2 |
| Miami | 15 |
| Minneapolis-St. Paul | 14 |
| New York | 1 |
| Philadelphia | 4 |
| Pittsburgh | 11 |
| San Francisco | 5 |
| Seattle-Tacoma | 18 |
| St. Louis | 13 |
| Tampa-St. Petersburg | 17 |
| Washington, D.C. | 8 |

**More customers.**
(*)

**Greater frequency.**
(A new issue every 3 weeks.)

**Faster impact.**
(70-75% of circulation sold in 1st week.)

**Better timing.**
(17 issues a year to choose from.)

*The only tri-weekly magazine...*
**Family Circle.**
**A new issue every three weeks.**

*Avg. women readers per issue '78-'79 Simmons: 17,701,000

# CIRCULATION BY ADI

## 1. NEW YORK

(86,495,500 households)

| Publication | ADI circ. | Pct. ADI hslds. | Pct. total circ. |
|---|---|---|---|
| A.D. | 16,635 | .26 | 5.73 |
| Apartment Life | 159,460 | 2.45 | 19.84 |
| Architectural Digest | 46,115 | .71 | 12.82 |
| Atlantic Monthly | 34,790 | .54 | 11.24 |
| Better Homes & Grdns | 490,827 | 7.56 | 6.20 |
| Boating | 20,402 | .31 | 11.62 |
| Bon Appetit | 82,778 | 1.27 | 8.67 |
| Book Digest | 84,557 | 1.30 | 8.84 |
| Boys' Life | 121,049 | 1.86 | 6.97 |
| Bride's Magazine | 25,534 | .39 | 10.11 |
| Business Week | 105,510 | 1.62 | 15.50 |
| Car & Driver | 58,390 | .90 | 8.88 |
| Catholic Digest | 47,084 | .72 | 9.10 |
| Cosmopolitan | 252,660 | 3.89 | 10.25 |
| Cycle | 21,205 | .33 | 5.15 |
| Ebony | 141,146 | 2.17 | 11.60 |
| Esquire | 100,465 | 1.55 | 14.04 |
| Family Circle | 533,219 | 8.21 | 6.84 |
| Field & Stream | 64,636 | 1.00 | 3.26 |
| Flying | 20,281 | .31 | 5.59 |
| Forbes | 73,805 | 1.14 | 11.41 |
| Fortune | 73,004 | 1.12 | 13.02 |
| Gentlemen's Qtrly | 40,461 | .62 | 12.62 |
| Glamour | 203,479 | 3.13 | 11.67 |
| Golf | 45,091 | .69 | 6.83 |
| Golf Digest | 57,112 | .88 | 6.38 |
| Good Housekeeping | 346,441 | 5.33 | 6.89 |
| Gourmet | 80,398 | 1.24 | 13.60 |
| Grit | 7,424 | .11 | .71 |
| Harper's Bazaar | 72,221 | 1.11 | 13.40 |
| Harper's Magazine | 38,523 | .59 | 9.92 |
| Harper's/Atlantic | 73,777 | 1.14 | 10.60 |
| Stereo Review | 58,642 | .90 | 12.90 |
| House Beautiful | 73,434 | 1.13 | 9.13 |
| House & Garden | 106,767 | 1.64 | 10.79 |
| Jet | 74,927 | 1.15 | 11.59 |
| Ladies Home Journal | 449,863 | 6.93 | 7.73 |
| Mademoiselle | 100,300 | 1.54 | 11.52 |
| McCalls | 414,473 | 6.38 | 6.51 |
| Mechanix Illustrated | 103,596 | 1.59 | 6.47 |
| Modern Bride | 28,719 | .44 | 11.44 |
| Money | 85,304 | 1.31 | 11.26 |
| Motor Boating & Sail | 18,217 | .28 | 14.68 |
| National Geographic | 554,947 | 8.54 | 6.74 |
| Nation's Business | 84,157 | 1.30 | 7.19 |
| Natural History | 100,736 | 1.55 | 23.01 |
| Motor Boating & Sail | 18,217 | .28 | 14.68 |
| National Geographic | 554,947 | 8.54 | 6.74 |
| Nation's Business | 84,157 | 1.30 | 7.19 |
| Natural History | 100,736 | 1.55 | 23.01 |
| The New Yorker | 101,308 | 1.56 | 21.43 |
| Newsweek | 265,826 | 4.09 | 9.29 |
| Oui | 61,735 | .95 | 8.16 |
| Outdoor Life | 53,618 | .83 | 3.28 |
| Penthouse | 338,465 | 5.21 | 7.44 |
| Parents | 74,821 | 1.15 | 5.19 |
| People Weekly | 202,144 | 3.11 | 9.11 |
| Photoplay | 33,122 | .51 | 5.05 |
| Playboy | 339,442 | 5.23 | 7.66 |
| Popular Mechanics | 101,424 | 1.56 | 6.48 |
| Popular Photography | 93,730 | 1.44 | 12.71 |
| Popular Science | 129,924 | 2.00 | 7.82 |
| Psychology Today | 106,548 | 1.64 | 9.58 |
| Quest/78 | 24,739 | .38 | 8.10 |
| Reader's Digest | 1,089,823 | 16.78 | 6.05 |
| Redbook | 300,081 | 4.62 | 6.96 |
| Road & Track | 42,901 | .66 | 8.64 |
| Rolling Stone | 52,802 | .81 | 9.61 |
| Scientific American | 58,393 | .90 | 10.99 |
| Seventeen | 112,115 | 1.73 | 8.31 |
| Ski | 42,564 | .66 | 11.04 |
| Skiing | 41,058 | .63 | 9.84 |
| Smithsonian | 162,142 | 2.50 | 9.66 |
| Cuisine | 33,922 | .52 | 5.10 |
| Sport Magazine | 120,361 | 1.85 | 9.68 |
| Sports Afield | 19,913 | .31 | 3.67 |
| Sports Illustrated | 189,689 | 2.92 | 8.50 |
| Time | 447,340 | 6.89 | 10.43 |
| Time B | 184,672 | 2.84 | 11.74 |
| Town and Country | 21,759 | .33 | 13.90 |
| True Confessions | 7,621 | .12 | 3.09 |
| True Experience | 5,270 | .08 | 3.07 |
| True Love | 5,212 | .08 | 3.24 |
| True Romance | 5,368 | .08 | 3.12 |
| True Story | 68,714 | 1.06 | 4.06 |
| TV Guide | 2,294,819 | 35.33 | 11.67 |
| U.S. News & Wrld Rep | 134,692 | 2.07 | 6.62 |
| Vogue | 145,885 | 2.25 | 16.55 |
| Woman's Day | 537,054 | 8.27 | 7.14 |
| Saturday Review | 52,134 | .80 | 10.02 |
| World Tennis | 36,050 | .55 | 11.31 |
| Ziff-Davis Mag Netwk | 308,465 | 4.75 | 9.62 |
| Amer. Agriculturist | 13,257 | .20 | 12.61 |
| Farm Journal | 5,892 | .09 | .42 |
| Hoard's Dairyman | 2,815 | .04 | 1.27 |
| Pennsylvania Farmer | 29 |  | .04 |
| Successful Farming | 2,049 | .03 | .27 |
| Parade | 994,446 | 15.31 | 4.87 |

## 2. LOS ANGELES

(3,943,809 households)

| Publication | ADI circ. | Pct. ADI hslds. | Pct. total circ. |
|---|---|---|---|
| A.D. | 6,663 | .17 | 2.29 |
| Apartment Life | 52,540 | 1.33 | 6.54 |
| Architectural Digest | 42,597 | 1.08 | 11.84 |
| Atlantic Monthly | 14,828 | .38 | 4.79 |
| Better Homes & Grdns | 358,281 | 9.08 | 4.53 |
| Boating | 7,221 | .18 | 4.11 |
| Bon Appetit | 78,156 | 1.98 | 8.19 |
| Book Digest | 62,801 | 1.59 | 6.57 |
| Boys' Life | 63,897 | 1.62 | 3.68 |
| Bride's Magazine | 10,667 | .27 | 4.22 |
| Business Week | 40,851 | 1.04 | 6.00 |
| Capper's Weekly | 5,310 | .13 | 1.25 |
| Car & Driver | 36,159 | .92 | 5.50 |
| Catholic Digest | 20,799 | .53 | 4.02 |
| Cosmopolitan | 157,222 | 3.99 | 6.38 |
| Cycle | 20,586 | .52 | 5.00 |
| Ebony | 57,237 | 1.45 | 4.71 |
| Esquire | 36,274 | .92 | 5.07 |
| Family Circle | 381,339 | 9.67 | 4.89 |
| Field & Stream | 51,310 | 1.30 | 2.59 |
| Flying | 22,556 | .57 | 6.22 |
| Forbes | 36,658 | .93 | 5.67 |
| Fortune | 37,964 | .96 | 6.77 |
| Gentlemen's Qtrly | 16,958 | .43 | 5.29 |
| Glamour | 82,075 | 2.08 | 4.71 |
| Golf | 32,148 | .82 | 4.87 |
| Golf Digest | 45,840 | 1.16 | 5.12 |
| Good Housekeeping | 190,278 | 4.82 | 3.79 |
| Gourmet | 39,755 | 1.01 | 6.73 |
| Grit | 6,683 | .17 | .64 |
| Harper's Bazaar | 39,507 | 1.00 | 7.33 |
| Harper's Magazine | 20,656 | .52 | 5.32 |
| Harper's/Atlantic | 35,145 | .89 | 5.05 |
| Stereo Review | 24,998 | .63 | 5.50 |
| House Beautiful | 45,842 | 1.16 | 5.70 |
| House & Garden | 60,525 | 1.53 | 6.12 |
| Jet | 27,751 | .70 | 4.29 |
| Ladies Home Journal | 273,336 | 6.93 | 4.70 |
| Mademoiselle | 43,248 | 1.10 | 4.97 |
| McCalls | 273,403 | 6.93 | 4.29 |
| Mechanix Illustrated | 60,493 | 1.53 | 3.78 |
| Modern Bride | 9,746 | [illegible] | 3.88 |
| Money | 45,464 | [illegible] | 6.00 |
| Motor Boating & Sail | 4,913 | .12 | 3.96 |
| National Geographic | 461,788 | 11.71 | 5.61 |
| Nation's Business | 43,877 | 1.11 | 3.75 |
| Natural History | 23,429 | .59 | 5.35 |
| The New Yorker | 24,422 | .62 | 5.17 |
| Newsweek | 150,588 | 3.82 | 5.26 |
| Oui | 48,107 | 1.22 | 6.36 |
| Outdoor Life | 32,795 | .83 | 2.01 |
| Penthouse | 264,906 | 6.72 | 5.83 |
| Parents | 66,296 | 1.68 | 4.60 |
| People Weekly | 161,006 | 4.08 | 7.25 |
| Photoplay | 23,473 | .60 | 3.58 |
| Playboy | 271,179 | 6.88 | 6.12 |
| Popular Mechanics | 60,430 | 1.53 | 3.86 |
| Popular Photography | 50,725 | 1.29 | 6.88 |
| Popular Science | 78,930 | 2.00 | 4.75 |
| Psychology Today | 77,041 | 1.95 | 6.93 |

## LOS ANGELES CONTINUED

| Publication | ADI circ. | Pct. ADI hslds. | Pct. total circ. |
|---|---|---|---|
| Quest/78 | 20,944 | .53 | 6.86 |
| Reader's Digest | 869,109 | 22.04 | 4.82 |
| Redbook | 175,404 | 4.45 | 4.07 |
| Road & Track | 39,512 | 1.00 | 7.96 |
| Rolling Stone | 37,591 | .95 | 6.84 |
| Scientific American | 40,679 | 1.03 | 7.65 |
| Seventeen | 63,934 | 1.62 | 4.74 |
| Ski | 28,308 | .72 | 7.34 |
| Skiing | 35,157 | .89 | 8.43 |
| Smithsonian | 88,765 | 2.25 | 5.29 |
| Cuisine | 34,823 | .88 | 5.24 |
| Sport Magazine | 51,620 | 1.31 | 4.15 |
| Sports Afield | 12,313 | .31 | 2.27 |
| Sports Illustrated | 114,391 | 2.90 | 5.13 |
| Sunset Magazine | 318,601 | 8.08 | 23.31 |
| Time | 247,919 | 6.29 | 5.78 |
| Time B | 93,274 | 2.37 | 5.93 |
| Town and Country | 8,961 | .23 | 5.73 |
| True Confessions | 8,443 | .21 | 3.43 |
| True Experience | 5,939 | .15 | 3.46 |
| True Love | 4,912 | .12 | 3.05 |
| True Romance | 6,014 | .15 | 3.50 |
| True Story | 43,534 | 1.10 | 2.57 |
| TV Guide | 1,467,482 | 37.21 | 7.46 |
| U.S. News & Wrld Rep | 109,267 | 2.77 | 5.37 |
| Vogue | 65,819 | 1.67 | 7.47 |
| Woman's Day | 352,516 | 8.94 | 4.69 |
| Saturday Review | 24,624 | .62 | 4.73 |
| World Tennis | 23,305 | .59 | 7.31 |
| Ziff-Davis Mag Netwk | 196,194 | 4.97 | 6.12 |
| California Farmer | 7,646 | .19 | 12.71 |
| Farm Journal | 4,486 | .11 | .32 |
| Hoard's Dairyman | 764 | .02 | .34 |
| Successful Farming | 1,137 | .03 | .15 |
| Parade | 346,867 | 8.80 | 1.70 |

## 3. CHICAGO

(2,868,800 households)

| Publication | ADI circ. | Pct. ADI hslds. | Pct. total circ. |
|---|---|---|---|
| Apartment Life | 53,423 | 1.86 | 6.65 |
| Architectural Digest | 20,347 | .71 | 5.66 |
| Atlantic Monthly | 12,742 | .44 | 4.12 |
| Better Homes & Grdns | 327,551 | 11.42 | 4.14 |
| Boating | 7,386 | .26 | 4.21 |
| Bon Appetit | 42,776 | 1.49 | 4.48 |
| Book Digest | 25,658 | .89 | 2.68 |
| Boys' Life | 63,660 | 2.22 | 3.67 |
| Bride's Magazine | 13,382 | .47 | 5.30 |
| Business Week | 35,939 | 1.25 | 5.28 |
| Capper's Weekly | 2,912 | .10 | .69 |
| Car & Driver | 30,859 | 1.08 | 4.69 |
| Catholic Digest | 19,677 | .69 | 3.80 |
| Cosmopolitan | 114,432 | 3.99 | 4.64 |
| Cycle | 13,530 | .47 | 3.28 |
| Ebony | 73,200 | 2.55 | 6.02 |
| Esquire | 38,101 | 1.33 | 5.32 |
| Family Circle | 321,554 | 11.21 | 4.13 |
| Field & Stream | 51,848 | 1.81 | 2.61 |
| Flying | 13,658 | .48 | 3.77 |
| Forbes | 32,353 | 1.13 | 5.00 |
| Fortune | 32,020 | 1.12 | 5.71 |
| Gentlemen's Qtrly | 22,220 | .77 | 6.93 |
| Glamour | 92,253 | 3.22 | 5.29 |
| Golf | 30,355 | 1.06 | 4.60 |
| Golf Digest | 36,942 | 1.29 | 4.13 |
| Good Housekeeping | 169,793 | 5.92 | 3.38 |
| Gourmet | 25,011 | .87 | 4.23 |
| Grit | 10,678 | .37 | 1.02 |
| Harper's Bazaar | 31,827 | 1.11 | 5.90 |
| Harper's Magazine | 15,131 | .53 | 3.90 |
| Harper's/Atlantic | 27,914 | .97 | 4.01 |
| Stereo Review | 24,261 | .85 | 5.34 |
| House Beautiful | 29,385 | 1.02 | 3.66 |
| House & Garden | 39,167 | 1.37 | 3.96 |
| Jet | 48,487 | 1.69 | 7.50 |
| Ladies Home Journal | 193,160 | 6.73 | 3.32 |
| Mademoiselle | 43,898 | 1.53 | 5.04 |
| McCalls | 191,285 | 6.67 | 3.00 |
| Mechanix Illustrated | 50,927 | 1.78 | 3.18 |
| Modern Bride | 12,865 | .45 | 5.12 |
| Money | 36,753 | 1.28 | 4.85 |
| Motor Boating & Sail | 4,218 | .15 | 3.40 |
| National Geographic | 308,726 | 10.76 | 3.75 |
| Nation's Business | 42,160 | 1.47 | 3.60 |
| Natural History | 12,020 | .42 | 2.75 |
| The New Yorker | 19,383 | .68 | 4.10 |
| Newsweek | 102,955 | 3.59 | 3.60 |
| Oui | 34,523 | 1.20 | 4.57 |
| Outdoor Life | 37,274 | 1.30 | 2.28 |
| Penthouse | 162,798 | 5.67 | 3.58 |
| Parents | 44,897 | 1.57 | 3.12 |
| People Weekly | 97,362 | 3.39 | 4.39 |
| Photoplay | 21,764 | .76 | 3.32 |
| Playboy | 179,000 | 6.24 | 4.04 |
| Popular Mechanics | 61,916 | 2.16 | 3.95 |
| Popular Photography | 31,173 | 1.09 | 4.23 |
| Popular Science | 73,109 | 2.55 | 4.40 |
| Psychology Today | 44,693 | 1.56 | 4.02 |
| Quest/78 | 11,476 | .40 | 3.76 |
| Reader's Digest | 585,714 | 20.42 | 3.25 |
| Redbook | 143,463 | 5.00 | 3.33 |
| Road & Track | 20,396 | .71 | 4.11 |
| Rolling Stone | 19,274 | .67 | 3.51 |
| Scientific American | 24,626 | .86 | 4.63 |
| Seventeen | 59,356 | 2.07 | 4.40 |
| Ski | 17,009 | .59 | 4.41 |
| Skiing | 17,311 | .60 | 4.15 |
| Smithsonian | 59,610 | 2.08 | 3.55 |
| Cuisine | 32,415 | 1.13 | 4.88 |
| Sport Magazine | 52,182 | 1.82 | 4.20 |
| Sports Afield | 16,482 | .57 | 3.04 |
| Sports Illustrated | 80,385 | 2.80 | 3.60 |
| Time | 203,543 | 7.10 | 4.75 |
| Time B | 81,615 | 2.84 | 5.19 |
| Town and Country | 7,153 | .25 | 4.57 |
| True Confessions | 7,860 | .27 | 3.19 |
| True Experience | 5,825 | .20 | 3.40 |
| True Love | 4,993 | .17 | 3.10 |
| True Romance | 5,699 | .20 | 3.32 |
| True Story | 51,620 | 1.80 | 3.05 |
| TV Guide | 577,632 | 20.13 | 2.94 |
| U.S. News & Wrld Rep | 65,702 | 2.29 | 3.23 |
| Vogue | 50,730 | 1.77 | 5.75 |
| Woman's Day | 320,370 | 11.17 | 4.26 |
| Saturday Review | 20,911 | .73 | 4.02 |
| World Tennis | 11,263 | .39 | 3.53 |
| Ziff-Davis Mag Netwk | 137,207 | 4.78 | 4.28 |
| Farm Journal | 21,625 | .75 | 1.53 |
| Hoard's Dairyman | 2,224 | .08 | 1.00 |
| Prairie Farmer | 29,556 | 1.03 | 12.86 |
| Successful Farming | 16,328 | .57 | 2.17 |
| Wisc. Agriculturist | 666 | .02 | .70 |
| Parade | 678,782 | 23.66 | 3.33 |

## 4. PHILADELPHIA

(2,392,700 households)

| Publication | ADI circ. | Pct. ADI hslds. | Pct. total circ. |
|---|---|---|---|
| A.D. | 14,143 | .59 | 4.87 |
| Apartment Life | 45,394 | 1.90 | 5.65 |
| Architectural Digest | 9,742 | .41 | 2.71 |
| Atlantic Monthly | 12,195 | .51 | 3.94 |
| Better Homes & Grdns | 226,336 | 9.46 | 2.86 |
| Boating | 8,250 | .34 | 4.70 |
| Bon Appetit | 32,951 | 1.38 | 3.45 |
| Book Digest | 25,030 | 1.05 | 2.62 |
| Boys' Life | 62,602 | 2.62 | 3.60 |
| Bride's Magazine | 9,990 | .42 | 3.96 |
| Business Week | 26,897 | 1.12 | 3.95 |
| Car & Driver | 22,015 | .92 | 3.35 |
| Catholic Digest | 21,497 | .90 | 4.15 |
| Cosmopolitan | 82,346 | 3.44 | 3.34 |
| Cycle | 11,931 | .50 | 2.90 |
| Ebony | 65,954 | 2.76 | 5.42 |
| Esquire | 31,929 | 1.33 | 4.46 |
| Family Circle | 257,581 | 10.77 | 3.31 |
| Field & Stream | 46,243 | 1.93 | 2.33 |
| Flying | 8,650 | .36 | 2.38 |
| Forbes | 21,689 | .91 | 3.35 |
| Fortune | 19,650 | .82 | 3.50 |
| Gentlemen's Qtrly | 18,976 | .79 | 5.92 |
| Glamour | 72,781 | 3.04 | 4.18 |
| Golf | 19,599 | .82 | 2.97 |
| Golf Digest | 27,370 | 1.14 | 3.06 |
| Good Housekeeping | 162,859 | 6.81 | 3.24 |
| Gourmet | 23,384 | .98 | 3.96 |
| Grit | 14,636 | .61 | 1.39 |
| Harper's Bazaar | 20,607 | .86 | 3.82 |
| Harper's Magazine | 11,870 | .50 | 3.06 |
| Harper's/Atlantic | 24,434 | 1.02 | 3.51 |
| Stereo Review | 19,109 | .80 | 4.20 |
| House Beautiful | 27,801 | 1.16 | 3.46 |
| House & Garden | 34,927 | 1.46 | 3.53 |
| Jet | 30,707 | 1.28 | 4.75 |
| Ladies Home Journal | 213,056 | 8.90 | 3.66 |
| Mademoiselle | 33,124 | 1.38 | 3.80 |

## PHILADELPHIA CONTINUED

| Publication | ADI circ | Pct ADI hslds | Pct total circ. |
|---|---|---|---|
| McCalls | 206,051 | 8.61 | 3.23 |
| Mechanix Illustrated | 57,786 | 2.42 | 3.61 |
| Modern Bride | 9,755 | .41 | 3.89 |
| Money | 27,902 | 1.17 | 3.68 |
| Motor Boating & Sail | 6,231 | .26 | 5.02 |
| National Geographic | 249,091 | 10.41 | 3.03 |
| Nation's Business | 31,410 | 1.31 | 2.68 |
| Natural History | 13,586 | .57 | 3.10 |
| The New Yorker | 17,778 | .74 | 3.76 |
| Newsweek | 106,878 | 4.47 | 3.74 |
| Oui | 24,419 | 1.02 | 3.23 |
| Outdoor Life | 34,902 | 1.46 | 2.14 |
| Penthouse | 136,656 | 5.71 | 3.01 |
| Parents | 49,458 | 2.07 | 3.43 |
| People Weekly | 53,675 | 2.24 | 2.42 |
| Photoplay | 22,711 | .95 | 3.47 |
| Playboy | 137,460 | 5.74 | 3.10 |
| Popular Mechanics | 50,415 | 2.11 | 3.22 |
| Popular Photography | 28,621 | 1.20 | 3.88 |
| Popular Science | 54,556 | 2.28 | 3.28 |
| Psychology Today | 40,524 | 1.69 | 3.64 |
| Quest/78 | 9,536 | .40 | 3.12 |
| Reader's Digest | 489,649 | 20.46 | 2.72 |
| Redbook | 141,101 | 5.90 | 3.27 |
| Road & Track | 16,170 | .68 | 3.26 |
| Rolling Stone | 16,223 | .68 | 2.95 |
| Scientific American | 17,951 | .75 | 3.38 |
| Seventeen | 41,037 | 1.72 | 3.04 |
| Ski | 12,601 | .53 | 3.27 |
| Skiing | 11,702 | .49 | 2.81 |
| Smithsonian | 69,809 | 2.92 | 4.16 |
| Southern Living | 4,176 | .17 | .25 |
| Cuisine | 18,928 | .79 | 2.85 |
| Sport Magazine | 58,638 | 2.45 | 4.72 |
| Sports Afield | 13,937 | .58 | 2.57 |
| Sports Illustrated | 89,820 | 3.75 | 4.03 |
| Time | 177,391 | 7.41 | 4.14 |
| Time B | 67,333 | 2.81 | 4.28 |
| Town and Country | 6,141 | .26 | 3.92 |
| True Confessions | 5,932 | .25 | 2.41 |
| True Experience | 3,104 | .13 | 1.81 |
| True Love | 2,601 | .11 | 1.62 |
| True Romance | 3,742 | .16 | 2.18 |
| True Story | 48,477 | 2.03 | 2.86 |
| TV Guide | 518,805 | 21.68 | 2.64 |
| U.S. News & Wrld Rep | 50,488 | 2.11 | 2.48 |
| Vogue | 33,704 | 1.41 | 3.82 |
| Woman's Day | 265,288 | 11.09 | 3.53 |
| Saturday Review | 24,658 | 1.03 | 4.74 |
| World Tennis | 11,388 | .48 | 3.57 |
| Ziff Davis Mag Netwk | 109,151 | 4.56 | 3.41 |
| Amer. Agriculturist | 5,100 | .21 | 4.85 |
| Farm Journal | 10,501 | .44 | .74 |
| Hoard's Dairyman | 2,703 | .11 | 1.22 |
| Pennsylvania Farmer | 8,003 | .33 | 10.16 |
| Progressive Farmer | 1,497 | .06 | .16 |
| Successful Farming | 3,134 | .13 | .42 |
| Parade | 833,060 | 34.82 | 4.08 |

## 5. SAN FRANCISCO

(1,841,233 households)

| Publication | ADI circ | Pct. ADI hslds. | Pct. total circ. |
|---|---|---|---|
| A.D. | 4,333 | .24 | 1.49 |
| Apartment Life | 24,092 | 1.31 | 3.00 |
| Architectural Digest | 22,102 | 1.20 | 6.14 |
| Atlantic Monthly | 12,342 | .67 | 3.99 |
| Better Homes & Grdns | 191,929 | 10.42 | 2.42 |
| Boating | 4,288 | .23 | 2.44 |
| Bon Appetit | 56,319 | 3.06 | 5.90 |
| Book Digest | 32,895 | 1.79 | 3.44 |
| Boys' Life | 33,290 | 1.81 | 1.92 |
| Bride's Magazine | 4,298 | .23 | 1.70 |
| Business Week | 28,641 | 1.56 | 4.21 |
| Capper's Weekly | 1,502 | .08 | .35 |
| Car & Driver | 20,285 | 1.10 | 3.08 |
| Catholic Digest | 9,695 | .53 | 1.87 |
| Cosmopolitan | 78,979 | 4.29 | 3.20 |
| Cycle | 12,339 | .67 | 3.00 |
| Ebony | 36,013 | 1.96 | 2.96 |
| Esquire | 18,229 | .99 | 2.55 |
| Family Circle | 200,866 | 10.91 | 2.58 |
| Field & Stream | 33,459 | 1.82 | 1.69 |
| Flying | 12,212 | .66 | 3.37 |
| Forbes | 23,536 | 1.28 | 3.64 |
| Fortune | 24,438 | 1.33 | 4.36 |
| Gentlemen's Qtrly | 9,897 | .54 | 3.09 |
| Glamour | 41,146 | 2.23 | 2.36 |
| Golf | 17,036 | .93 | 2.58 |
| Golf Digest | 25,131 | 1.36 | 2.81 |
| Good Housekeeping | 99,887 | 5.43 | 1.99 |
| Gourmet | 37,375 | 2.03 | 6.32 |
| Grit | 2,260 | .12 | .22 |
| Harper's Bazaar | 19,721 | 1.07 | 3.66 |
| Harper's Magazine | 18,701 | 1.02 | 4.82 |
| Haper's/Atlantic | 30,571 | 1.66 | 4.39 |
| Stereo Review | 14,209 | .77 | 3.13 |
| House Beautiful | 23,940 | 1.30 | 2.98 |
| House & Garden | 33,029 | 1.79 | 3.34 |
| Jet | 15,314 | .83 | 2.37 |
| Ladies Home Journal | 130,998 | 7.11 | 2.25 |
| Mademoiselle | 20,324 | 1.10 | 2.33 |
| McCalls | 135,864 | 7.38 | 2.13 |
| Mechanix Illustrated | 34,097 | 1.85 | 2.13 |
| Modern Bride | 3,751 | .20 | 1.49 |
| Money | 29,471 | 1.60 | 3.89 |
| Motor Boating & Sail | 3,160 | .17 | 2.55 |
| National Geographic | 271,662 | 14.75 | 3.30 |
| Nation's Business | 25,521 | 1.39 | 2.18 |
| Natural History | 16,510 | .90 | 3.77 |
| The New Yorker | 24,997 | 1.36 | 5.29 |
| Newsweek | 86,150 | 4.68 | 3.01 |
| Oui | 28,295 | 1.54 | 3.74 |
| Outdoor Life | 21,098 | 1.15 | 1.29 |
| Penthouse | 146,716 | 7.97 | 3.23 |
| Parents | 29,207 | 1.59 | 2.03 |
| People Weekly | 67,650 | 3.67 | 3.05 |
| Photoplay | 12,408 | .67 | 1.89 |
| Playboy | 145,676 | 7.91 | 3.29 |
| Popular Mechanics | 35,719 | 1.94 | 2.28 |
| Popular Photography | 28,354 | 1.54 | 3.85 |
| Popular Science | 41,973 | 2.28 | 2.53 |
| Psychology Today | 44,480 | 2.42 | 4.00 |
| Quest/78 | 12,742 | .69 | 4.17 |
| Reader's Digest | 404,795 | 21.98 | 2.25 |
| Redbook | 86,780 | 4.71 | 2.01 |
| Road & Track | 26,306 | 1.43 | 5.30 |
| Rolling Stone | 25,423 | 1.38 | 4.63 |
| Scientific American | 32,425 | 1.76 | 6.10 |
| Seventeen | 31,814 | 1.73 | 2.36 |
| Ski | 16,001 | .87 | 4.15 |
| Skiing | 20,419 | 1.11 | 4.90 |
| Smithsonian | 61,397 | 3.33 | 3.66 |
| Cuisine | 24,364 | 1.32 | 3.67 |
| Sport Magazine | 28,594 | 1.55 | 2.30 |
| Sports Afield | 8,460 | .46 | 1.56 |
| Sports Illustrated | 62,113 | 3.37 | 2.78 |
| Sunset Magazine | 278,929 | 15.15 | 20.41 |
| Time | 148,862 | 8.08 | 3.47 |
| Time B | 56,954 | 3.09 | 3.62 |
| Town and Country | 4,986 | .27 | 3.19 |
| True Confessions | 3,644 | .20 | 1.48 |
| True Experience | 2,737 | .15 | 1.60 |
| True Love | 2,444 | .13 | 1.52 |
| True Romance | 2,628 | .14 | 1.53 |
| True Story | 22,219 | 1.21 | 1.31 |
| TV Guide | 699,078 | 37.97 | 3.55 |
| U.S. News & Wrld Rep | 54,228 | 2.95 | 2.66 |
| Vogue | 33,753 | 1.83 | 3.83 |
| Woman's Day | 179,278 | 9.74 | 2.38 |
| Saturday Review | 18,703 | 1.02 | 3.60 |
| World Tennis | 14,350 | .78 | 4.50 |
| Ziff-Davis Mag Netwk | 111,414 | 6.05 | 3.48 |
| California Farmer | 7,926 | .43 | 13.18 |
| Farm Journal | 3,550 | .19 | .25 |
| Hoard's Dairyman | 519 | .03 | .23 |
| Successful Farming | 729 | .04 | .10 |
| Parade | 474,801 | 25.79 | 2.33 |

## 6. BOSTON

(1,818,200 households)

| Publication | ADI circ. | Pct. ADI hslds. | Pct. total circ. |
|---|---|---|---|
| A.D. | 2,541 | .14 | .87 |
| Apartment Life | 25,315 | 1.39 | 3.15 |
| Architectural Digest | 7,837 | .43 | 2.18 |
| Atlantic Monthly | 16,893 | .93 | 5.46 |
| Better Homes & Grdns | 167,827 | 9.23 | 2.12 |
| Boating | 5,853 | .32 | 3.33 |
| Bon Appetit | 25,813 | 1.42 | 2.70 |
| Book Digest | 17,761 | .98 | 1.86 |
| Boys' Life | 40,075 | 2.20 | 2.31 |
| Bride's Magazine | 7,753 | .43 | 3.07 |
| Business Week | 27,053 | 1.49 | 3.98 |
| Car & Driver | 17,154 | .94 | 2.61 |
| Catholic Digest | 18,515 | 1.02 | 3.58 |
| Cosmopolitan | 68,372 | 3.76 | 2.77 |
| Cycle | 8,368 | .46 | 2.03 |
| Ebony | 12,145 | .67 | 1.00 |
| Esquire | 24,416 | 1.34 | 3.41 |

## BOSTON CONTINUED

| Publication | ADI circ. | Pct. ADI hslds. | Pct. total circ. |
|---|---|---|---|
| Family Circle | 250,842 | 13.80 | 3.22 |
| Field & Stream | 29,355 | 1.61 | 1.48 |
| Flying | 7,219 | .40 | 1.99 |
| Forbes | 18,517 | 1.02 | 2.86 |
| Fortune | 17,608 | .97 | 3.14 |
| Gentlemen's Qtrly | 8,624 | .47 | 2.69 |
| Glamour | 58,864 | 3.24 | 3.38 |
| Golf | 14,622 | .80 | 2.21 |
| Golf Digest | 19,052 | 1.05 | 2.13 |
| Good Housekeeping | 128,299 | 7.06 | 2.55 |
| Gourmet | 25,777 | 1.42 | 4.36 |
| Grit | 10,784 | .59 | 1.03 |
| Harper's Bazaar | 18,144 | 1.00 | 3.37 |
| Harper's Magazine | 16,854 | .93 | 4.34 |
| Harper's/Atlantic | 34,207 | 1.88 | 4.91 |
| Stereo Review | 11,903 | .65 | 2.62 |
| House Beautiful | 19,886 | 1.09 | 2.47 |
| House & Garden | 28,444 | 1.56 | 2.87 |
| Jet | 6,582 | .36 | 1.02 |
| Ladies Home Journal | 150,200 | 8.26 | 2.58 |
| Mademoiselle | 29,817 | 1.64 | 3.42 |
| McCalls | 139,771 | 7.69 | 2.19 |
| Mechanix Illustrated | 36,757 | 2.02 | 2.30 |
| Modern Bride | 7,588 | .42 | 3.02 |
| Money | 22,857 | 1.26 | 3.02 |
| Motor Boating & Sail | 5,508 | .30 | 4.44 |
| National Geographic | 244,278 | 13.44 | 2.97 |
| Nation's Business | 22,572 | 1.24 | 1.93 |
| Natural History | 11,098 | .61 | 2.54 |
| The New Yorker | 26,948 | 1.48 | 5.70 |
| Newsweek | 105,247 | 5.79 | 3.68 |
| Oui | 12,262 | .67 | 1.62 |
| Outdoor Life | 27,023 | 1.49 | 1.66 |
| Penthouse | 131,101 | 7.21 | 2.88 |
| Parents | 37,441 | 2.06 | 2.60 |
| People Weekly | 80,241 | 4.41 | 3.62 |
| Photoplay | 12,464 | .69 | 1.90 |
| Playboy | 86,347 | 4.75 | 1.95 |
| Popular Mechanics | 37,168 | 2.04 | 2.37 |
| Popular Photography | 21,582 | 1.19 | 2.93 |
| Popular Science | 43,204 | 2.38 | 2.60 |
| Psychology Today | 30,027 | 1.65 | 2.70 |
| Quest/78 | 8,833 | .49 | 2.89 |
| Reader's Digest | 419,314 | 23.06 | 2.33 |
| Redbook | 106,391 | 5.85 | 2.47 |
| Road & Track | 14,137 | .78 | 2.85 |
| Rolling Stone | 14,042 | .77 | 2.56 |
| Scientific American | 20,967 | 1.15 | 3.95 |
| Seventeen | 40,469 | 2.23 | 3.00 |
| Ski | 18,904 | 1.04 | 4.90 |
| Skiing | 19,055 | 1.05 | 4.57 |
| Smithsonian | 47,693 | 2.62 | 2.84 |
| Cuisine | 14,455 | .80 | 2.18 |
| Sport Magazine | 42,014 | 2.31 | 3.38 |
| Sports Afield | 9,122 | .50 | 1.68 |
| Sports Illustrated | 68,528 | 3.77 | 3.07 |
| Time | 162,783 | 8.95 | 3.80 |
| Time B | 62,127 | 3.42 | 3.95 |
| Town and Country | 4,978 | .27 | 3.18 |
| True Confessions | 3,741 | .21 | 1.52 |
| True Experience | 2,928 | .16 | 1.71 |
| True Love | 2,643 | .15 | 1.64 |
| True Romance | 3,218 | .18 | 1.87 |
| True Story | 25,497 | 1.40 | 1.51 |
| TV Guide | 575,412 | 31.65 | 2.93 |
| U.S. News & Wrld Rep | 42,432 | 2.33 | 2.08 |
| Vogue | 29,184 | 1.61 | 3.31 |
| Woman's Day | 244,837 | 13.47 | 3.25 |
| Saturday Review | 18,360 | 1.01 | 3.53 |
| World Tennis | 9,912 | .55 | 3.11 |
| Ziff-Davis Mag Netwk | 90,913 | 5.00 | 2.84 |
| Amer. Agriculturist | 6,458 | .36 | 6.14 |
| Farm Journal | 2,805 | .15 | .20 |
| Hoard's Dairyman | 1,877 | .10 | .85 |
| Successful Farming | 751 | .04 | .10 |
| Parade | 716,129 | 39.39 | 3.51 |

## 7. DETROIT

(1,593,500 households)

| Publication | ADI circ. | Pct. ADI hslds. | Pct. total circ. |
|---|---|---|---|
| A.D. | 6,212 | .39 | 2.14 |
| Apartment Life | 19,484 | 1.22 | 2.42 |
| Architectural Digest | 7,480 | .47 | 2.08 |
| Atlantic Monthly | 5,592 | .35 | 1.81 |
| Better Homes & Grdns | 201,246 | 12.63 | 2.54 |
| Boating | 5,242 | .33 | 2.99 |
| Bon Appetit | 19,193 | 1.20 | 2.01 |
| Book Digest | 15,506 | .97 | 1.62 |
| Boys' Life | 36,969 | 2.32 | 2.13 |
| Bride's Magazine | 5,916 | .37 | 2.34 |
| Business Week | 13,488 | .85 | 1.98 |
| Capper's Weekly | 946 | .06 | .22 |
| Car & Driver | 18,027 | 1.13 | 2.74 |
| Catholic Digest | 10,975 | .69 | 2.12 |
| Cosmopolitan | 55,540 | 3.49 | 2.25 |
| Cycle | 10,562 | .66 | 2.56 |
| Ebony | 44,920 | 2.82 | 3.69 |
| Esquire | 20,183 | 1.27 | 2.82 |
| Family Circle | 176,679 | 11.09 | 2.27 |
| Field & Stream | 38,357 | 2.41 | 1.93 |
| Flying | 6,800 | .43 | 1.87 |
| Forbes | 13,692 | .86 | 2.12 |
| Fortune | 14,047 | .88 | 2.51 |
| Gentlemen's Qtrly | 10,575 | .66 | 3.30 |
| Glamour | 44,636 | 2.80 | 2.56 |
| Golf | 21,379 | 1.34 | 3.24 |
| Golf Digest | 24,616 | 1.54 | 2.75 |
| Good Housekeeping | 115,876 | 7.27 | 2.31 |
| Gourmet | 10,687 | .67 | 1.81 |
| Grit | 6,416 | .40 | .61 |
| Harper's Bazaar | 15,153 | .95 | 2.81 |
| Harper's Magazine | 9,292 | .58 | 2.39 |
| Harper's/Atlantic | 14,567 | .91 | 2.09 |
| Stereo Review | 12,238 | .77 | 2.69 |
| House Beautiful | 21,444 | 1.35 | 2.67 |
| House & Garden | 19,493 | 1.22 | 1.97 |
| Jet | 28,635 | 1.80 | 4.43 |
| Ladies Homes Journal | 108,669 | 6.82 | 1.87 |
| Mademoiselle | 21,036 | 1.32 | 2.42 |
| McCalls | 116,332 | 7.30 | 1.83 |
| Mechanix Illustrated | 31,455 | 1.97 | 1.97 |
| Modern Bride | 6,965 | .44 | 2.77 |
| Money | 18,400 | 1.15 | 2.43 |
| Motor Boating & Sail | 3,631 | .23 | 2.93 |
| National Geographic | 165,109 | 10.36 | 2.01 |
| Nation's Business | 20,988 | 1.32 | 1.79 |
| Natural History | 7,350 | .46 | 1.68 |
| The New Yorker | 8,295 | .52 | 1.75 |
| Newsweek | 54,953 | 3.45 | 1.92 |
| Oui | 16,193 | 1.02 | 2.14 |
| Outdoor Life | 33,056 | 2.07 | 2.03 |
| Penthouse | 94,295 | 5.92 | 2.07 |
| Parents | 37,518 | 2.35 | 2.60 |
| People Weekly | 45,725 | 2.87 | 2.06 |
| Photoplay | 11,394 | .72 | 1.74 |
| Playboy | 100,843 | 6.33 | 2.28 |
| Popular Mechanics | 33,705 | 2.12 | 2.15 |
| Popular Photography | 17,081 | 1.07 | 2.32 |
| Popular Science | 40,543 | 2.54 | 2.44 |
| Psychology Today | 28,331 | 1.78 | 2.55 |
| Quest/78 | 6,027 | .38 | 1.97 |
| Reader's Digest | 329,602 | 20.68 | 1.83 |
| Redbook | 91,278 | 5.73 | 2.12 |
| Road & Track | 10,101 | .63 | 2.03 |
| Rolling Stone | 9,559 | .60 | 1.74 |
| Scientific American | 12,304 | .77 | 2.32 |
| Seventeen | 25,102 | 1.58 | 1.86 |
| Ski | 9,342 | .59 | 2.42 |
| Skiing | 9,848 | .62 | 2.36 |
| Smithsonian | 31,552 | 1.98 | 1.88 |
| Cuisine | 17,149 | 1.08 | 2.58 |
| Sport Magazine | 27,777 | 1.74 | 2.23 |
| Sports Afield | 12,503 | .78 | 2.30 |
| Sports Illustrated | 43,551 | 2.73 | 1.95 |
| Time | 96,598 | 6.06 | 2.25 |
| Time B | 35,647 | 2.24 | 2.27 |
| Town and Country | 3,137 | .20 | 2.00 |
| True Confessions | 4,254 | .27 | 1.73 |
| True Experience | 3,683 | .23 | 2.15 |
| True Love | 2,860 | .18 | 1.78 |
| True Romance | 3,717 | .23 | 2.16 |
| True Story | 28,042 | 1.76 | 1.66 |
| TV Guide | 193,802 | 12.16 | .99 |
| U.S. News & Wrld Rep | 35,726 | 2.24 | 1.76 |
| Vogue | 22,781 | 1.43 | 2.58 |
| Woman's Day | 180,980 | 11.36 | 2.41 |
| Saturday Review | 12,867 | .81 | 2.47 |
| World Tennis | 5,896 | .37 | 1.85 |
| Ziff-Davis Mag Netwk | 79,506 | 4.99 | 2.48 |
| Farm Journal | 9,342 | .59 | .66 |
| Hoard's Dairyman | 1,805 | .11 | .81 |
| Michigan Farmer | 12,380 | .78 | 15.89 |
| Successful Farming | 5,566 | .35 | .74 |
| Parade | 492,472 | 30.91 | 2.41 |

## 8. WASHINGTON, DC
(1,364,800 households)

| Publication | ADI circ. | Pct. ADI hslds. | Pct. total circ. |
|---|---|---|---|
| A.D. | 5,982 | .44 | 2.06 |
| Apartment Life | 34,990 | 2.56 | 4.35 |
| Architectural Digest | 12,397 | .91 | 3.45 |
| Atlantic Monthly | 12,259 | .90 | 3.96 |
| Better Homes & Grdns | 160,809 | 11.78 | 2.03 |
| Boating | 5,140 | .38 | 2.93 |
| Bon Appetit | 25,924 | 1.90 | 2.72 |
| Book Digest | 22,425 | 1.64 | 2.34 |
| Boys' Life | 42,113 | 3.09 | 2.42 |
| Bride's Magazine | 5,683 | .42 | 2.25 |
| Business Week | 20,575 | 1.51 | 3.02 |
| Car & Driver | 15,201 | 1.11 | 2.31 |
| Catholic Digest | 8,315 | .61 | 1.61 |
| Cosmopolitan | 43,466 | 3.18 | 1.76 |
| Cycle | 6,776 | .50 | 1.64 |
| Ebony | 63,165 | 4.63 | 5.19 |
| Esquire | 19,959 | 1.46 | 2.79 |
| Family Circle | 161,435 | 11.83 | 2.07 |
| Field & Stream | 28,125 | 2.06 | 1.42 |
| Flying | 7,491 | .55 | 2.07 |
| Forbes | 17,061 | 1.25 | 2.64 |
| Fortune | 16,223 | 1.19 | 2.89 |
| Gentlemen's Qtrly | 10,023 | .73 | 3.13 |
| Glamour | 41,086 | 3.01 | 2.36 |
| Golf | 13,809 | 1.01 | 2.09 |
| Golf Digest | 19,433 | 1.42 | 2.17 |
| Good Housekeeping | 95,450 | 6.99 | 1.90 |
| Gourmet | 27,687 | 2.03 | 4.68 |
| Grit | 17,672 | 1.29 | 1.68 |
| Harper's Bazaar | 14,150 | 1.04 | 2.63 |
| Harper's Magazine | 15,769 | 1.16 | 4.06 |
| Harper's/Atlantic | 27,914 | 2.05 | 4.01 |
| Stereo Review | 13,759 | 1.01 | 3.03 |
| House Beautiful | 19,061 | 1.40 | 2.37 |
| House & Garden | 29,990 | 2.20 | 3.03 |
| Jet | 41,985 | 3.08 | 6.49 |
| Ladies Home Journal | 128,524 | 9.42 | 2.21 |
| Mademoiselle | 21,547 | 1.58 | 2.48 |
| McCalls | 121,464 | 8.90 | 1.91 |
| Mechanix Illustrated | 27,198 | 1.99 | 1.70 |
| Modern Bride | 4,204 | .31 | 1.67 |
| Money | 29,198 | 2.14 | 3.85 |
| Motor Boating & Sail | 4,018 | .29 | 3.24 |
| National Geographic | 190,981 | 13.99 | 2.32 |
| Nation's Business | 16,596 | 1.22 | 1.42 |
| Natural History | 9,886 | .72 | 2.26 |
| The New Yorker | 22,675 | 1.66 | 4.80 |
| Newsweek | 84,152 | 6.17 | 2.94 |
| Oui | 16,598 | 1.22 | 2.20 |
| Outdoor Life | 23,450 | 1.72 | 1.44 |
| Penthouse | 126,988 | 9.30 | 2.79 |
| Parents | 30,450 | 2.23 | 2.11 |
| People Weekly | 48,715 | 3.57 | 2.20 |
| Photoplay | 10,556 | .77 | 1.61 |
| Playboy | 116,529 | 8.54 | 2.63 |
| Popular Mechanics | 27,695 | 2.03 | 1.77 |
| Popular Photography | 21,181 | 1.55 | 2.87 |
| Popular Science | 37,935 | 2.78 | 2.28 |
| Psychology Today | 28,819 | 2.11 | 2.59 |
| Quest/78 | 8,570 | .63 | 2.81 |
| Reader's Digest | 324,878 | 23.80 | 1.80 |
| Redbook | 78,357 | 5.74 | 1.82 |
| Road & Track | 13,208 | .97 | 2.66 |
| Rolling Stone | 12,210 | .89 | 2.22 |
| Scientific American | 21,925 | 1.61 | 4.13 |
| Seventeen | 21,680 | 1.59 | 1.61 |
| Ski | 8,193 | .60 | 2.12 |
| Skiing | 6,863 | .50 | 1.65 |
| Smithsonian | 140,893 | 10.32 | 8.39 |
| Southern Living | 60,608 | 4.44 | 3.69 |
| Cuisine | 14,095 | 1.03 | 2.12 |
| Sport Magazine | 25,931 | 1.90 | 2.09 |
| Sports Afield | 9,462 | .69 | 1.74 |
| Sports Illustrated | 54,784 | 4.01 | 2.46 |
| Time | 141,080 | 10.34 | 3.29 |
| Time B | 57,186 | 4.19 | 3.64 |
| Town and Country | 4,385 | .32 | 2.80 |
| True Confessions | 5,055 | .37 | 2.05 |
| True Experience | 3,176 | .23 | 1.85 |
| True Love | 2,993 | .22 | 1.86 |
| True Romance | 3,155 | .23 | 1.84 |
| True Story | 28,156 | 2.06 | 1.66 |
| TV Guide | 276,079 | 20.23 | 1.40 |
| U.S. News & Wrld Rep | 43,248 | 3.54 | 2.37 |
| Vogue | 27,253 | 2.00 | 3.09 |
| Woman's Day | 163,417 | 11.97 | 2.17 |
| Saturday Review | 14,571 | 1.07 | 2.80 |
| World Tennis | 10,044 | .74 | 3.15 |
| Ziff-Davis Mag Netwk | 75,506 | 5.53 | 2.36 |
| Amer. Agriculturist | 76 | .01 | .07 |
| Farm Journal | 12,340 | .90 | .87 |
| Hoard's Dairyman | 2,779 | .20 | 1.25 |
| Pennsylvania Farmer | 2,174 | .16 | 2.76 |
| Progressive Farmer | 15,084 | 1.11 | 1.58 |
| Successful Farming | 1,086 | .08 | .14 |
| Parade | 696,4[illegible] | 51.03 | 3.41 |

## 9. CLEVELAND
(1,327,400 households)

| Publication | ADI circ. | Pct. ADI hslds. | Pct. total circ. |
|---|---|---|---|
| A.D. | 7,953 | .60 | 2.74 |
| Apartment Life | 13,179 | .99 | 1.64 |
| Architectural Digest | 4,716 | .36 | 1.31 |
| Atlantic Monthly | 5,266 | .40 | 1.70 |
| Better Homes & Grdns | 150,801 | 11.36 | 1.90 |
| Boating | 3,173 | .24 | 1.81 |
| Bon Appetit | 13,625 | 1.03 | 1.43 |
| Book Digest | 13,728 | 1.03 | 1.44 |
| Boys' Life | 31,507 | 2.37 | 1.81 |
| Bride's Magazine | 5,338 | .40 | 2.11 |
| Business Week | 13,632 | 1.03 | 2.00 |
| Capper's Weekly | 799 | .06 | .19 |
| Car & Driver | 14,215 | 1.07 | 2.16 |
| Catholic Digest | 10,209 | .77 | 1.97 |
| Cosmopolitan | 40,198 | 3.03 | 1.63 |
| Cycle | 8,772 | .66 | 2.13 |
| Ebony | 27,013 | 2.04 | 2.22 |
| Esquire | 12,316 | .93 | 1.72 |
| Family Circle | 153,827 | 11.59 | 1.97 |
| Field & Stream | 30,572 | 2.30 | 1.54 |
| Flying | 5,461 | .41 | 1.51 |
| Forbes | 12,535 | .94 | 1.94 |
| Fortune | 11,207 | .84 | 2.00 |
| Gentlemen's Qtrly | 7,061 | .53 | 2.20 |
| Glamour | 35,392 | 2.67 | 2.03 |
| Golf | 17,288 | 1.30 | 2.62 |
| Golf Digest | 22,176 | 1.67 | 2.48 |
| Good Housekeeping | 105,827 | 7.97 | 2.11 |
| Gourmet | 8,722 | .66 | 1.48 |
| Grit | 15,004 | 1.13 | 1.43 |
| Harper's Bazaar | 9,221 | .69 | 1.71 |
| Harper's Magazine | 6,122 | .46 | 1.58 |
| Harper's/Atlantic | 11,422 | .86 | 1.64 |
| Stereo Review | 9,843 | .74 | 2.17 |
| House Beautiful | 14,810 | 1.12 | 1.84 |
| House & Garden | [illegible] | 1.30 | 1.74 |
| Jet | 13,674 | 1.03 | 2.11 |
| Ladies Home Journal | 113,388 | 8.54 | 1.95 |
| Mademoiselle | 16,535 | 1.25 | 1.90 |
| McCalls | 120,031 | 9.04 | 1.88 |
| Mechanix Illustrated | 31,885 | 2.40 | 1.99 |
| Modern Bride | 5,825 | .44 | 2.32 |
| Money | 14,864 | 1.12 | 1.96 |
| Motor Boating & Sail | 2,205 | .17 | 1.78 |
| National Geographic | 144,161 | 10.86 | 1.75 |
| Nation's Business | 23,385 | 1.76 | 2.00 |
| Natural History | 5,751 | .43 | 1.31 |
| The New Yorker | 6,758 | .51 | 1.43 |
| Newsweek | 48,927 | 3.69 | 1.71 |
| Oui | 14,110 | 1.06 | 1.87 |
| Outdoor Life | 30,474 | 2.30 | 1.87 |
| Penthouse | 83,035 | 6.26 | 1.83 |
| Parents | 27,094 | 2.04 | 1.[illegible]8 |
| People Weekly | 33,633 | 2.53 | 1.52 |
| Photoplay | 12,293 | .93 | 1.88 |
| Playboy | 77,001 | 5.80 | 1.74 |
| Popular Mechanics | 32,025 | 2.41 | 2.04 |
| Popular Photography | 13,874 | 1.05 | 1.88 |
| Popular Science | 34,183 | 2.58 | 2.06 |
| Psychology Today | 17,862 | 1.35 | 1.61 |
| Quest/78 | 4,922 | .37 | 1.61 |
| Reader's Digest | 309,343 | 23.30 | 1.72 |
| Redbook | 85,010 | 6.40 | 1.97 |
| Road & Track | 8,040 | .61 | 1.62 |
| Rolling Stone | 8,605 | .65 | 1.57 |
| Scientific American | 7,796 | .59 | 1.47 |
| Seventeen | 23,939 | 1.80 | 1.77 |
| Ski | 6,139 | .46 | 1.59 |
| Skiing | 5,226 | .39 | 1.25 |
| Smithsonian | 29,197 | 2.20 | 1.74 |
| Cuisine | 14,754 | 1.11 | 2.22 |
| Sport Magazine | 29,410 | 2.22 | 2.37 |
| Sports Afield | 8,547 | .64 | 1.57 |
| Sports Illustrated | 42,529 | 3.20 | 1.91 |
| Time | 74,461 | 5.61 | 1.74 |

## CLEVELAND CONTINUED

| Publication | ADI circ. | Pct. ADI hslds. | Pct. total circ. |
|---|---|---|---|
| Time B | 27,774 | 2.09 | 1.77 |
| Town and Country | 3,007 | .23 | 1.92 |
| True Confessions | 4,203 | .32 | 1.71 |
| True Experience | 2,930 | .22 | 1.71 |
| True Love | 2,680 | .20 | 1.66 |
| True Romance | 2,939 | .22 | 1.71 |
| True Story | 30,123 | 2.27 | 1.78 |
| TV Guide | 208,895 | 15.74 | 1.06 |
| U.S. News & Wrld Rep | 33,918 | 2.56 | 1.67 |
| Vogue | 14,334 | 1.08 | 1.63 |
| Woman's Day | 145,707 | 10.98 | 1.94 |
| Saturday Review | 11,980 | .90 | 2.30 |
| World Tennis | 4,884 | .37 | 1.53 |
| Ziff-Davis Mag Netwk | 60,059 | 4.52 | 1.87 |
| Farm Journal | 14,511 | 1.09 | 1.03 |
| Hoard's Dairyman | 5,421 | .41 | 2.45 |
| The Ohio Farmer | 22,897 | 1.72 | 22.51 |
| Successful Farming | 8,973 | .68 | 1.19 |
| Parade | 220,070 | 16.58 | 1.08 |

## 10. DALLAS-FT. WORTH

(1,158,700 households)

| Publication | ADI circ. | Pct. ADI hslds. | Pct. total circ. |
|---|---|---|---|
| A.D. | 1,243 | .11 | .43 |
| Apartment Life | 8,058 | .70 | 1.00 |
| Architectural Digest | 8,900 | .77 | 2.47 |
| Atlantic Monthly | 3,177 | .27 | 1.03 |
| Better Homes & Grdns | 126,533 | 10.92 | 1.60 |
| Boating | 2,132 | .18 | 1.21 |
| Bon Appetit | 13,959 | 1.20 | 1.46 |
| Book Digest | 15,376 | 1.33 | 1.61 |
| Boys' Life | 28,056 | 2.42 | 1.62 |
| Bride's Magazine | 3,658 | .32 | 1.45 |
| Business Week | 11,633 | 1.00 | 1.71 |
| Capper's Weekly | 1,334 | .12 | .31 |
| Car & Driver | 8,502 | .73 | 1.29 |
| Catholic Digest | 3,413 | .29 | .66 |
| Cosmopolitan | 44,715 | 3.86 | 1.81 |
| Cycle | 5,961 | .51 | 1.45 |
| Ebony | 17,356 | 1.50 | 1.43 |
| Esquire | 10,411 | .90 | 1.46 |
| Family Circle | 97,655 | 8.43 | 1.25 |
| Field & Stream | 32,2[illegible]0 | 2.78 | 1.63 |
| Flying | 7,457 | .64 | 2.06 |
| Forbes | 10,463 | .90 | 1.62 |
| Fortune | 10,547 | .91 | 1.88 |
| Gentlemen's Qtrly | 4,420 | .38 | 1.38 |
| Glamour | 25,664 | 2.21 | 1.47 |
| Golf | 9,711 | .84 | 1.47 |
| Golf Digest | 13,553 | 1.17 | 1.51 |
| Good Housekeeping | 66,253 | 5.72 | 1.32 |
| Gourmet | 8,060 | .70 | 1.36 |
| Grit | 6,793 | .59 | .65 |
| Harper's Bazaar | 9,709 | .84 | 1.80 |
| Harper's Magazine | 4,013 | .35 | 1.03 |
| Harper's/Atlantic | 7,169 | .62 | 1.03 |
| Stereo Review | 4,871 | .42 | 1.07 |
| House Beautiful | 15,932 | 1.37 | 1.98 |
| House & Garden | 19,965 | 1.72 | 2.02 |
| Jet | 8,014 | .69 | 1.24 |
| Ladies Home Journal | 92,946 | 8.02 | 1.60 |
| Mademoiselle | 12,836 | 1.11 | 1.47 |
| McCalls | 109,507 | 9.45 | 1.72 |
| Mechanix Illustrated | 21,281 | 1.84 | 1.33 |
| Modern Bride | 3,447 | .30 | 1.37 |
| Money | 13,512 | 1.17 | 1.78 |
| Motor Boating & Sail | 1,166 | .10 | .94 |
| National Geographic | 129,765 | 11.20 | 1.58 |
| Nation's Business | 18,629 | 1.61 | 1.59 |
| Natural History | 4,451 | .38 | 1.02 |
| The New Yorker | 3,642 | .31 | .77 |
| Newsweek | 35,510 | 3.06 | 1.24 |
| Oui | 10,383 | .90 | 1.37 |
| Outdoor Life | 24,409 | 2.11 | 1.50 |
| Penthouse | 76,181 | 6.57 | 1.68 |
| Parents | 25,869 | 2.23 | 1.80 |
| People Weekly | 33,645 | 2.90 | 1.52 |
| Photoplay | 9,364 | .81 | 1.43 |
| Playboy | 66,870 | 5.77 | 1.51 |
| Popular Mechanics | 18,165 | 1.57 | 1.16 |
| Popular Photography | 9,634 | .83 | 1.31 |
| Popular Science | 19,576 | 1.69 | 1.18 |
| Psychology Today | 16,188 | 1.40 | 1.46 |
| Quest/78 | 5,089 | .44 | 1.67 |
| Reader's Digest | 264,909 | 22.86 | 1.47 |
| Redbook | 63,365 | 5.47 | 1.47 |
| Road & Track | 6,564 | .57 | 1.32 |
| Rolling Stone | 7,611 | .66 | 1.38 |
| Scientific American | 6,855 | .59 | 1.29 |
| Seventeen | 18,807 | 1.62 | 1.39 |
| Ski | 4,042 | .35 | 1.05 |
| Skiing | 3,222 | .28 | .77 |
| Smithsonian | 22,927 | 1.98 | 1.37 |
| Southern Living | 85,235 | 7.36 | 5.19 |
| Cuisine | 6,653 | .57 | 1.00 |
| Sport Magazine | 15,844 | 1.37 | 1.27 |
| Sports Afield | 8,674 | .75 | 1.60 |
| Sports Illustrated | 36,244 | 3.13 | 1.63 |
| Time | 57,065 | 4.92 | 1.33 |
| Time B | 20,959 | 1.81 | 1.33 |
| Town and Country | 2,427 | .21 | 1.55 |
| True Confessions | 3,330 | .29 | 1.35 |
| True Experience | 2,369 | .20 | 1.38 |
| True Love | 2,248 | .19 | 1.40 |
| True Romance | 2,319 | .20 | 1.35 |
| True Story | 22,383 | 1.93 | 1.32 |
| TV Guide | 195,846 | 16.90 | 1.00 |
| U.S. News & Wrld Rep | 31,350 | 2.71 | 1.54 |
| Vogue | 15,448 | 1.33 | 1.75 |
| Woman's Day | 94,849 | 8.19 | 1.26 |
| Saturday Review | 5,776 | .50 | 1.11 |
| World Tennis | 6,065 | .52 | 1.90 |
| Ziff-Davis Mag Netwk | 41,877 | 3.61 | 1.31 |
| Farm Journal | 11,213 | .97 | .79 |
| The Farmer-Stockman | 37,053 | 3.20 | 12.77 |
| Hoard's Dairyman | 1,734 | .15 | .78 |
| Progressive Farmer | 40,546 | 3.50 | 4.25 |
| Successful Farming | 222 | .02 | .03 |
| Parade | 531,648 | 45.88 | 2.60 |

## 11. PITTSBURGH

(1,116,300 households)

| Publication | ADI circ. | Pct. ADI hslds. | Pct. total circ. |
|---|---|---|---|
| A.D. | 17,897 | 1.60 | 6.16 |
| Apartment Life | 10,227 | .92 | 1.27 |
| Architectural Digest | 2,912 | .26 | .81 |
| Atlantic Monthly | 4,562 | .41 | 1.47 |
| Better Homes & Grdns | 124,279 | 11.13 | 1.57 |
| Boating | 1,594 | .14 | .91 |
| Bon Appetit | 12,645 | 1.13 | 1.32 |
| Book Digest | 10,573 | .95 | 1.11 |
| Boys' Life | 29,394 | 2.63 | 1.69 |
| Bride's Magazine | 4,157 | .37 | 1.65 |
| Business Week | 9,791 | .88 | 1.44 |
| Car & Driver | 10,165 | .91 | 1.55 |
| Catholic Digest | 11,090 | .99 | 2.14 |
| Cosmopolitan | 39,608 | 3.55 | 1.61 |
| Cycle | 6,712 | .60 | 1.63 |
| Ebony | 10,823 | .97 | .89 |
| Esquire | 9,826 | .88 | 1.37 |
| Family Circle | 124,319 | 11.14 | 1.60 |
| Field & Stream | 33,797 | 3.03 | 1.70 |
| Flying | 3,694 | .33 | 1.02 |
| Forbes | 9,341 | .84 | 1.44 |
| Fortune | 7,639 | .68 | 1.36 |
| Gentlemen's Qtrly | 4,497 | .40 | 1.40 |
| Glamour | 32,669 | 2.93 | 1.87 |
| Golf | 12,461 | 1.12 | 1.89 |
| Golf Digest | 16,081 | 1.44 | 1.80 |
| Good Housekeeping | 87,692 | 7.86 | 1.75 |
| Gourmet | 6,892 | .62 | 1.17 |
| Grit | 26,713 | 2.39 | 2.54 |
| Harper's Bazaar | 8,219 | .74 | 1.52 |
| Harper's Magazine | 5,240 | .47 | 1.35 |
| Harper's/Atlantic | 9,838 | .88 | 1.41 |
| Stereo Review | 6,529 | .58 | 1.44 |
| House Beautiful | 10,363 | .93 | 1.29 |
| House & Garden | 12,181 | 1.09 | 1.23 |
| Jet | 5,332 | .48 | .82 |
| Ladies Home Journal | 95,860 | 8.59 | 1.65 |
| Mademoiselle | 14,800 | 1.33 | 1.70 |
| McCalls | 118,186 | 10.59 | 1.85 |
| Mechanix Illustrated | 27,797 | 2.49 | 1.74 |
| Modern Bride | 4,807 | .43 | .91 |
| Money | 10,228 | .92 | 1.35 |
| Motor Boating & Sail | 919 | .08 | .74 |
| National Geographic | 97,448 | 8.73 | 1.18 |
| Nation's Business | 18,544 | 1.66 | 1.58 |
| Natural History | 3,710 | .33 | .85 |
| The New Yorker | 4,859 | .44 | 1.03 |
| Newsweek | 50,978 | 4.57 | 1.78 |
| Oui | 9,907 | .89 | 1.31 |
| Outdoor Life | 30,640 | 2.74 | 1.88 |
| Penthouse | 56,030 | 5.02 | 1.23 |
| Parents | 24,042 | 2.15 | 1.67 |
| People Weekly | 26,363 | 2.36 | 1.19 |
| Photoplay | 14,405 | 1.29 | 2.20 |
| Playboy | 59,907 | 5.37 | 1.35 |
| Popular Mechanics | 29,273 | 2.62 | 1.87 |
| Popular Photography | 10,318 | .92 | 1.40 |
| Popular Science | 28,920 | 2.59 | 1.74 |

## PITTSBURGH CONTINUED

| Publication | ADI circ. | Pct. ADI hslds. | Pct. total circ. |
|---|---|---|---|
| Psychology Today | 14,994 | 1.34 | 1.35 |
| Quest/78 | 3,473 | .31 | 1.14 |
| Reader's Digest | 275,402 | 24.67 | 1.53 |
| Redbook | 79,215 | 7.10 | 1.84 |
| Road & Track | 7,239 | .65 | 1.46 |
| Rolling Stone | 5,871 | .53 | 1.07 |
| Scientific American | 6,295 | .56 | 1.18 |
| Seventeen | 21,507 | 1.93 | 1.59 |
| Ski | 4,863 | .44 | 1.26 |
| Skiing | 3,883 | .35 | .93 |
| Smithsonian | 21,343 | 1.91 | 1.27 |
| Southern Living | 1,699 | .15 | .10 |
| Cuisine | 10,059 | .90 | 1.51 |
| Sport Magazine | 27,231 | 2.44 | 2.19 |
| Sports Afield | 10,522 | .94 | 1.94 |
| Sports Illustrated | 45,200 | 4.05 | 2.03 |
| Time | 63,361 | 5.68 | 1.48 |
| Time B | 23,344 | 2.09 | 1.48 |
| Town and Country | 1,912 | .17 | 1.22 |
| True Confessions | 4,039 | .36 | 1.64 |
| True Experience | 2,644 | .24 | 1.54 |
| True Love | 2,339 | .21 | 1.45 |
| True Romance | 2,747 | .25 | 1.60 |
| True Story | 33,632 | 3.01 | 1.99 |
| TV Guide | 291,441 | 26.11 | 1.48 |
| U.S. News & Wrld Rep | 26,380 | 2.36 | 1.30 |
| Vogue | 11,062 | .99 | 1.25 |
| Woman's Day | 127,176 | 11.39 | 1.69 |
| Saturday Review | 10,347 | .93 | 1.99 |
| World Tennis | 4,341 | .39 | 1.36 |
| Ziff-Davis Mag Netwk | 42,436 | 3.80 | 1.32 |
| Amer. Agriculturist | 1,445 | .13 | 1.37 |
| Farm Journal | 9,580 | .86 | .68 |
| Hoard's Dairyman | 2,368 | .21 | 1.07 |
| Pennsylvania Farmer | 11,808 | 1.06 | 14.98 |
| Progressive Farmer | 2,291 | .21 | .24 |
| Successful Farming | 3,365 | .30 | .45 |
| Parade | 609,602 | 54.61 | 2.99 |

## 12. HOUSTON

(1,032,300 households)

| Publication | ADI circ. | Pct. ADI hslds. | Pct. total circ. |
|---|---|---|---|
| A.D. | 715 | .07 | .25 |
| Apartment Life | 8,896 | .86 | 1.11 |
| Architectural Digest | 8,349 | .81 | 2.32 |
| Atlantic Monthly | 3,426 | .33 | 1.11 |
| Better Homes & Grdns | 108,642 | 10.52 | 1.37 |
| Boating | 2,921 | .28 | 1.66 |
| Bon Appetit | 13,644 | 1.32 | 1.43 |
| Book Digest | 14,945 | 1.45 | 1.56 |
| Boys' Life | 24,223 | 2.35 | 1.39 |
| Bride's Magazine | 1,980 | .19 | .78 |
| Business Week | 11,667 | 1.13 | 1.71 |
| Capper's Weekly | 667 | .06 | .16 |
| Car & Driver | 7,964 | .77 | 1.21 |
| Catholic Digest | 5,179 | .50 | 1.00 |
| Cosmopolitan | 30,760 | 2.98 | 1.25 |
| Cycle | 6,216 | .60 | 1.51 |
| Ebony | 23,099 | 2.24 | 1.90 |
| Esquire | 10,236 | .99 | 1.43 |
| Family Circle | 86,085 | 8.34 | 1.10 |
| Field & Stream | 30,093 | 2.92 | 1.52 |
| Flying | 6,015 | .58 | 1.66 |
| Forbes | 11,265 | 1.09 | 1.74 |
| Fortune | 11,759 | 1.14 | 2.10 |
| Gentlemen's Qtrly | 3,394 | .33 | 1.06 |
| Glamour | 18,076 | 1.75 | 1.04 |
| Golf | 8,676 | .84 | 1.31 |
| Golf Digest | 11,525 | 1.12 | 1.29 |
| Good Housekeeping | 56,032 | 5.43 | 1.12 |
| Gourmet | 6,723 | .65 | 1.14 |
| Grit | 2,476 | .24 | .24 |
| Harper's Bazaar | 8,067 | .78 | 1.50 |
| Harper's Magazine | 3,624 | .35 | .93 |
| Harper's/Atlantic | 7,117 | .69 | 1.02 |
| Stereo Review | 4,990 | .48 | 1.10 |
| House Beautiful | 14,155 | 1.37 | 1.76 |
| House & Garden | 16,807 | 1.63 | 1.70 |
| Jet | 10,699 | 1.04 | 1.65 |
| Ladies Home Journal | 73,382 | 7.11 | 1.26 |
| Mademoiselle | 10,717 | 1.04 | 1.23 |
| McCalls | 96,943 | 9.39 | 1.52 |
| Mechanix Illustrated | 19,595 | 1.90 | 1.22 |
| Modern Bride | 3,446 | .33 | 1.37 |
| Money | 10,536 | 1.02 | 1.39 |
| Motor Boating & Sail | 1,938 | .19 | 1.56 |
| National Geographic | 130,603 | 12.65 | 1.59 |
| Nation's Business | 19,587 | 1.90 | 1.67 |
| Natural History | 5,384 | .52 | 1.23 |
| The New Yorker | 3,841 | .37 | .81 |
| Newsweek | 39,276 | 3.80 | 1.37 |
| Oui | 11,511 | 1.12 | 1.52 |
| Outdoor Life | 20,161 | 1.95 | 1.24 |
| Penthouse | 65,865 | 6.38 | 1.45 |
| Parents | 25,798 | 2.50 | 1.79 |
| People Weekly | 28,436 | 2.75 | 1.28 |
| Photoplay | 7,798 | .76 | 1.19 |
| Playboy | 70,524 | 6.83 | 1.59 |
| Popular Mechanics | 17,146 | 1.66 | 1.09 |
| Popular Photography | 10,22[illegible] | .99 | 1.39 |
| Popular Science | 20,234 | 1.96 | 1.22 |
| Psychology Today | 15,722 | 1.52 | 1.41 |
| Quest/78 | 4,677 | .45 | 1.53 |
| Reader's Digest | 214,834 | 20.81 | 1.19 |
| Redbook | 49,771 | 4.82 | 1.15 |
| Road & Track | 4,106 | .40 | .83 |
| Rolling Stone | 8,866 | .86 | 1.61 |
| Scientific American | 8,574 | .83 | 1.61 |
| Seventeen | 20,009 | 1.94 | 1.48 |
| Ski | 2,564 | .25 | .66 |
| Skiing | 2,085 | .20 | .50 |
| Smithsonian | 24,827 | 2.41 | 1.48 |
| Southern Living | 63,906 | 6.19 | 3.89 |
| Cuisine | 5,250 | .51 | .79 |
| Sport Magazine | 14,550 | 1.41 | 1.17 |
| Sports Afield | 9,681 | .94 | 1.78 |
| Sports Illustrated | 31,313 | 3.03 | 1.40 |
| Time | 58,164 | 5.63 | 1.36 |
| Time B | 23,997 | 2.32 | 1.53 |
| Town and Country | 1,864 | .18 | 1.19 |
| True Confessions | 2,599 | .25 | 1.05 |
| True Experience | 1,926 | .19 | 1.12 |
| True Love | 2,109 | .20 | 1.31 |
| True Romance | 2,014 | .20 | 1.17 |
| True Story | 17,656 | 1.71 | 1.04 |
| TV Guide | 181,099 | 17.54 | .92 |
| U.S. News & Wrld Rep | 27,824 | 2.70 | 1.37 |
| Vogue | 12,503 | 1.21 | 1.42 |
| Woman's Day | 77,477 | 7.51 | 1.03 |
| Saturday Review | 8,494 | .82 | 1.63 |
| World Tennis | 5,292 | .51 | 1.66 |
| Ziff-Davis Mag Netwk | 40,380 | 3.91 | 1.26 |
| Farm Journal | 7,254 | .70 | .51 |
| The Farmer Stockman | 14,423 | 1.40 | 4.97 |
| Hoard's Dairyman | 373 | .04 | .17 |
| Progressive Farmer | 24,391 | 2.36 | 2.56 |
| Successful Farming | 116 | .01 | .02 |
| Parade | 332,661 | 32.23 | 1.63 |

## 13. ST. LOUIS

(1,008,800 households)

| Publication | ADI circ. | Pct. ADI hslds. | Pct. total circ. |
|---|---|---|---|
| A.D. | 5,777 | .57 | 1.99 |
| Apartment Life | 7,429 | .74 | .92 |
| Architectural Digest | 3,128 | .31 | .87 |
| Atlantic Monthly | 3,194 | .32 | 1.03 |
| Better Homes & Grdns | 114,479 | 11.35 | 1.45 |
| Boating | 1,687 | .17 | .96 |
| Bon Appetit | 9,326 | .92 | .98 |
| Book Digest | 9,788 | .97 | 1.02 |
| Boys' Life | 21,933 | 2.17 | 1.26 |
| Bride's Magazine | 3,527 | .35 | 1.40 |
| Business Week | 8,567 | .85 | 1.26 |
| Capper's Weekly | 19,358 | 1.92 | 4.57 |
| Car & Driver | 8,973 | .89 | 1.36 |
| Catholic Digest | 7,986 | .79 | 1.54 |
| Cosmopolitan | 21,611 | 2.14 | .88 |
| Cycle | 5,421 | .54 | 1.32 |
| Ebony | 19,612 | 1.94 | 1.61 |
| Esquire | 8,508 | .84 | 1.19 |
| Family Circle | 96,227 | 9.54 | 1.24 |
| Field & Stream | 24,650 | 2.44 | 1.24 |
| Flying | 4,240 | .42 | 1.17 |
| Forbes | 9,119 | .90 | 1.41 |
| Fortune | 6,641 | .66 | 1.18 |
| Gentlemen's Qtrly | 3,954 | .39 | 1.23 |
| Glamour | 19,779 | 1.96 | 1.13 |
| Golf | 7,380 | .73 | 1.12 |
| Golf Digest | 10,278 | 1.02 | 1.15 |
| Good Housekeeping | 72,571 | 7.19 | 1.44 |

## ST. LOUIS CONTINUED

| Publication | ADI circ. | Pct. ADI hslds. | Pct. total circ. |
|---|---|---|---|
| Gourmet | 5,203 | .52 | .88 |
| Grit | 22,107 | 2.19 | 2.11 |
| Harper's Bazaar | 6,041 | .60 | 1.12 |
| Harper's Magazine | 5,144 | 51 | 1.32 |
| Harper's/Atlantic | 8,177 | .81 | 1.17 |
| Stereo Review | 5,720 | 57 | 1.26 |
| House Beautiful | 11,546 | 1.14 | 1.44 |
| Mechanix Illustrated | 19,130 | 1.90 | 1.20 |
| Modern Bride | 3,136 | .31 | 1.25 |
| Money | 9,471 | .94 | 1.25 |
| Motor Boating & Sail | 963 | .10 | .78 |
| National Geographic | 95,026 | 9.42 | 1.15 |
| House & Garden | 11,283 | 1.12 | 1.14 |
| Jet | 10,983 | 1.09 | 1.70 |
| Ladies Home Journal | 68,805 | 6.82 | 1.18 |
| Mademoiselle | 9,871 | .98 | 1.13 |
| McCalls | 78,597 | 7.79 | 1.23 |
| Nation's Business | 15,558 | 1.54 | 1.33 |
| Natural History | 3,589 | .36 | .82 |
| The New Yorker | 4,217 | .42 | .89 |
| Newsweek | 36,310 | 3.60 | 1.27 |
| Oui | 8,371 | .83 | 1.11 |
| Outdoor Life | 21,120 | 2.09 | 1.29 |
| Penthouse | 48,670 | 4.82 | 1.07 |
| Parents | 25,564 | 2.53 | 1.77 |
| People Weekly | 25,248 | 2.50 | 1.14 |
| Photoplay | 10,491 | 1.04 | 1.60 |
| Playboy | 51,139 | 5.07 | 1.15 |
| Popular Mechanics | 22,167 | 2.20 | 1.42 |
| Popular Photography | 8,457 | .84 | 1.15 |
| Popular Science | 20,403 | 2.02 | 1.23 |
| Psychology Today | 12,040 | 1.19 | 1.08 |
| Quest/78 | 3,020 | .30 | .99 |
| Reader's Digest | 218,988 | 21.71 | 1.22 |
| Redbook | 51,783 | 5.13 | 1.20 |
| Road & Track | 5,768 | .57 | 1.16 |
| Rolling Stone | 5,258 | .52 | .96 |
| Scientific American | 5,039 | .50 | .95 |
| Seventeen | 19,481 | 1.93 | 1.44 |
| Ski | 1,471 | .15 | .38 |
| Skiing | 1,534 | .15 | .37 |
| Smithsonian | 16,936 | 1.68 | 1.01 |
| Cuisine | 9,382 | .93 | 1.41 |
| Sport Magazine | 15,738 | 1.56 | 1.27 |
| Sports Afield | 9,606 | .95 | 1.77 |
| Sports Illustrated | 23,745 | 2.35 | 1.06 |
| Time | 52,665 | 5.22 | 1.23 |
| Time B | 19,872 | 1.97 | 1.26 |
| Town and Country | 2,428 | 24 | 1.55 |
| True Confessions | 3,091 | .31 | 1.25 |
| True Experience | 2,316 | .23 | 1.35 |
| True Love | 2,240 | .22 | 1.39 |
| True Romance | 2,189 | .22 | 1.27 |
| True Story | 25,973 | 2.57 | 1.53 |
| TV Guide | 265,497 | 26.32 | 1.35 |
| U.S. News & Wrld Rep | 21,809 | 2.16 | 1.07 |
| Vogue | 8,549 | .85 | .97 |
| Woman's Day | 82,286 | 8.16 | 1.09 |
| Saturday Review | 5,602 | .56 | 1.08 |
| World Tennis | 3,442 | .34 | 1.08 |
| Ziff-Davis Mag Netwk | 35,767 | 3.55 | 1.12 |
| Farm Journal | 24,280 | 2.41 | 1.72 |
| Hoard's Dairyman | 1,812 | .18 | .82 |
| Missouri Ruralist | 9,880 | 98 | 11.24 |
| Prairie Farmer | 19,178 | 1.90 | 8.35 |
| Progressive Farmer | 2,561 | .25 | .27 |
| Successful Farming | 20,207 | 2.00 | 2.68 |
| Parade | 418,750 | 41.51 | 2.05 |

## 14. MINNEAPOLIS-ST. PAUL

(955,100 households)

| Publication | ADI circ. | Pct. ADI hslds. | Pct. total circ. |
|---|---|---|---|
| A.D. | 4,004 | .42 | 1.38 |
| Apartment Life | 10,049 | 1.05 | 1.25 |
| Architectural Digest | 3,285 | .34 | .91 |
| Atlantic Monthly | 5,565 | .58 | 1.80 |
| Better Homes & Grdns | 139,852 | 14.64 | 1.77 |
| Boating | 1,475 | .15 | .84 |
| Bon Appetit | 13,442 | 1.41 | 1.41 |
| Book Digest | 12,933 | 1.35 | 1.35 |
| Boys' Life | 26,562 | 2.78 | 1.53 |
| Bride's Magazine | 4,068 | .43 | 1.61 |
| Business Week | 11,941 | 1.25 | 1.75 |
| Capper's Weekly | 2,464 | .26 | .58 |
| Car & Driver | 8,297 | .87 | 1.26 |
| Catholic Digest | 17,353 | 1.82 | 3.35 |
| Cosmopolitan | 30,528 | 3.20 | 1.24 |
| Cycle | 6,378 | .67 | 1.55 |
| Ebony | 5,265 | .55 | .43 |
| Esquire | 10,794 | 1.13 | 1.51 |
| Family Circle | 126,458 | 13.24 | 1.62 |
| Field & Stream | 37,540 | 3.93 | 1.89 |
| Flying | 5,553 | .58 | 1.53 |
| Forbes | 9,543 | 1.00 | 1.48 |
| Fortune | 8,895 | .93 | 1.59 |
| Gentlemen's Qtrly | 3,646 | .38 | 1.14 |
| Glamour | 24,216 | 2.54 | 1.39 |
| Golf | 11,216 | 1.17 | 1.70 |
| Golf Digest | 12,923 | 1.35 | 1.44 |
| Good Housekeeping | 110,076 | 11.53 | 2.19 |
| Gourmet | 7,103 | .74 | 1.20 |
| Grit | 7,902 | .83 | .75 |
| Harper's Bazaar | 7,562 | .79 | 1.40 |
| Harper's Magazine | 7,503 | .79 | 1.93 |
| Harper's/Atlantic | 12,972 | 1.36 | 1.86 |
| Stereo Review | 4,994 | .52 | 1.10 |
| House Beautiful | 10,471 | 1.10 | 1.30 |
| House & Garden | 11,294 | 1.18 | 1.14 |
| Jet | 2,033 | .21 | .31 |
| Ladies Home Journal | 90,100 | 9.43 | 1.55 |
| Mademoiselle | 11,841 | 1.24 | 1.36 |
| McCalls | 106,576 | 11.16 | 1.67 |
| Mechanix Illustrated | 27,090 | 2.84 | 1.69 |
| Modern Bride | 3,766 | 39 | 1.50 |
| Money | 12,179 | 1.28 | 1.61 |
| Motor Boating & Sail | 1,236 | .13 | 1.00 |
| National Geographic | 142,580 | 14.93 | 1.73 |
| Nation's Business | 19,247 | 2.02 | 1.64 |
| Natural History | 5,154 | .54 | 1.18 |
| The New Yorker | 7,317 | .77 | 1.55 |
| Newsweek | 46,507 | 4.87 | 1.63 |
| Oui | 10,767 | 1.13 | 1.42 |
| Outdoor Life | 43,924 | 4.60 | 2.69 |
| Penthouse | 73,221 | 7.67 | 1.61 |
| Parents | 23,540 | 2.46 | 1.63 |
| People Weekly | 34,784 | 3.64 | 1.57 |
| Photoplay | 8,572 | .90 | 1.31 |
| Playboy | 72,776 | 7.62 | 1.64 |
| Popular Mechanics | 31,736 | 3.32 | 2.03 |
| Popular Photography | 9,321 | .98 | 1.26 |
| Popular Science | 31,863 | 3.34 | 1.92 |
| Psychology Today | 18,734 | 1.96 | 1.69 |
| Quest/78 | 4,593 | 48 | 1.50 |
| Reader's Digest | 299,993 | 31.41 | 1.66 |
| Redbook | 78,580 | 8.23 | 1.82 |
| Road & Track | 6,036 | .63 | 1.22 |
| Rolling Stone | 9,248 | 97 | 1.68 |
| Scientific American | 7,860 | 82 | 1.48 |
| Seventeen | 20,697 | 2.17 | 1.53 |
| Ski | 11,294 | 1.18 | 2.93 |
| Skiing | 11,549 | 1.21 | 2.77 |
| Smithsonian | 19,165 | 2.01 | 1.14 |
| Cuisine | 18,302 | 1.92 | 2.75 |
| Sport Magazine | 17,668 | 1.85 | 1.42 |
| Sports Afield | 11,539 | 1.21 | 2.13 |
| Sports Illustrated | 36,972 | 3.87 | 1.66 |
| Time | 82,699 | 8.66 | 1.93 |
| Time B | 33,022 | 3.46 | 2.10 |
| Town and Country | 1,519 | .16 | .97 |
| True Confessions | 2,896 | .30 | 1.18 |
| True Experience | 1,717 | .18 | 1.00 |
| True Love | 1,498 | .16 | .93 |
| True Romance | 1,788 | .19 | 1.04 |
| True Story | 25,254 | 2.64 | 1.49 |
| TV Guide | 182,548 | 19.11 | .93 |
| U.S. News & Wrld Rep | 31,957 | 3.35 | 1.57 |
| Vogue | 12,012 | 1.26 | 1.36 |
| Woman's Day | 103,523 | 10.84 | 1.38 |
| Saturday Review | 11,217 | 1.17 | 2.16 |
| World Tennis | 3,550 | .37 | 1.11 |
| Ziff-Davis Mag Netwk | 47,628 | 4.99 | 1.49 |
| Farm Journal | 41,028 | 4.30 | 2.90 |
| The Farmer | 54,320 | 5.69 | 30.44 |
| Hoard's Dairyman | 13,327 | 1.40 | 6.01 |
| Successful Farming | 41,994 | 4.40 | 5.58 |
| Wisc. Agriculturist | 7,093 | 74 | 7.49 |
| Parade | 212,283 | 22.23 | 1.04 |

## 15. MIAMI

(953,200 households)

| Publication | ADI circ. | Pct. ADI hslds. | Pct. total circ. |
|---|---|---|---|
| A.D. | 782 | 08 | 27 |
| Apartment Life | 9,885 | 1.04 | 1.23 |

## MIAMI CONTINUED

| Publication | ADI circ. | Pct. ADI hslds. | Pct. total circ. |
|---|---|---|---|
| Architectural Digest | 7,347 | .77 | 2.04 |
| Atlantic Monthly | 3,625 | .38 | 1.17 |
| Better Homes & Grdns | 67,934 | 7.13 | .86 |
| Boating | 5,837 | .61 | 3.33 |
| Bon Appetit | 13,781 | 1.45 | 1.44 |
| Book Digest | 12,252 | 1.29 | 1.28 |
| Boys' Life | 11,890 | 1.25 | .68 |
| Bride's Magazine | 2,569 | .27 | 1.02 |
| Business Week | 8,974 | .94 | 1.32 |
| Car & Driver | 7,645 | .80 | 1.16 |
| Catholic Digest | 3,180 | .33 | .61 |
| Cosmopolitan | 31,244 | 3.28 | 1.27 |
| Cycle | 3,869 | .41 | .94 |
| Ebony | 15,046 | 1.58 | 1.24 |
| Esquire | 9,582 | 1.01 | 1.34 |
| Family Circle | 62,511 | 6.56 | .80 |
| Field & Stream | 9,412 | .99 | .47 |
| Flying | 5,762 | .60 | 1.59 |
| Forbes | 10,938 | 1.15 | 1.69 |
| Fortune | 7,430 | .78 | 1.33 |
| Gentlemen's Qtrly | 4,789 | .50 | 1.49 |
| Glamour | 18,412 | 1.93 | 1.06 |
| Golf | 8,065 | .85 | 1.22 |
| Golf Digest | 11,293 | 1.18 | 1.26 |
| Good Housekeeping | 42,792 | 4.49 | .85 |
| Gourmet | 9,688 | 1.02 | 1.64 |
| Grit | 1,563 | .16 | .15 |
| Harper's Bazaar | 10,843 | 1.14 | 2.01 |
| Harper's Magazine | 3,977 | .42 | 1.02 |
| Harper's/Atlantic | 7,655 | .80 | 1.10 |
| Stereo Review | 4,798 | .50 | 1.06 |
| House Beautiful | 9,731 | 1.02 | 1.21 |
| House & Garden | 15,073 | 1.58 | 1.52 |
| Jet | 6,446 | .68 | 1.00 |
| Ladies Home Journal | 56,053 | 5.88 | .96 |
| Mademoiselle | 12,852 | 1.35 | 1.48 |
| McCalls | 60,819 | 6.38 | .95 |
| Mechanix Illustrated | 14,006 | 1.47 | .88 |
| Modern Bride | 2,490 | .26 | .99 |
| Money | 9,346 | .98 | 1.23 |
| Motor Boating & Sail | 4,547 | .48 | 3.66 |
| National Geographic | 87,942 | 9.23 | 1.07 |
| Nation's Business | 10,817 | 1.13 | .92 |
| Natural History | 4,577 | .48 | 1.05 |
| The New Yorker | 4,806 | .50 | 1.02 |
| Newsweek | 30,830 | 3.23 | 1.08 |
| Oui | 12,764 | 1.34 | 1.69 |
| Outdoor Life | 4,998 | .52 | .31 |
| Penthouse | 60,269 | 6.32 | 1.33 |
| Parents | 10,143 | 1.06 | .70 |
| People Weekly | 33,146 | 3.48 | 1.49 |
| Photoplay | 5,670 | .59 | .87 |
| Playboy | 62,137 | 6.52 | 1.40 |
| Popular Mechanics | 12,758 | 1.34 | .81 |
| Popular Photography | 11,183 | 1.17 | 1.52 |
| Popular Science | 15,511 | 1.63 | .93 |
| Psychology Today | 13,434 | 1.41 | 1.21 |
| Quest/78 | 3,525 | .37 | 1.15 |
| Reader's Digest | 179,862 | 18.87 | 1.00 |
| Redbook | 39,607 | 4.16 | .92 |
| Road & Track | 6,122 | .64 | 1.23 |
| Rolling Stone | 5,547 | .58 | 1.01 |
| Scientific American | 4,281 | .45 | .81 |
| Seventeen | 11,948 | 1.25 | .89 |
| Ski | 1,704 | .18 | .44 |
| Skiing | 1,462 | .15 | .35 |
| Smithsonian | 20,234 | 2.12 | 1.21 |
| Southern Living | 29,994 | 3.15 | 1.83 |
| Cuisine | 4,409 | .46 | .66 |
| Sport Magazine | 9,501 | 1.00 | .76 |
| Sports Afield | 2,502 | .26 | .46 |
| Sports Illustrated | 19,174 | 2.01 | .86 |
| Time | 53,909 | 5.66 | 1.26 |
| Time B | 15,747 | 1.65 | 1.00 |
| Town and Country | 3,184 | .33 | 2.03 |
| True Confessions | 2,041 | .21 | .83 |
| True Experience | 1,301 | .14 | .76 |
| True Love | 1,329 | .14 | .83 |
| True Romance | 1,427 | .15 | .83 |
| True Story | 11,110 | 1.17 | .66 |
| TV Guide | 219,641 | 23.04 | 1.12 |
| U.S. News & Wrld Rep | 27,336 | 2.87 | 1.34 |
| Vogue | 20,523 | 2.15 | 2.33 |
| Woman's Day | 68,227 | 7.16 | .91 |
| Saturday Review | 5,551 | .58 | 1.07 |
| World Tennis | 5,085 | .53 | 1.60 |
| Ziff-Davis Mag Netwk | 40,895 | 4.29 | 1.28 |
| Farm Journal | 620 | .07 | .04 |
| Hoard's Dairyman | 72 | .01 | .03 |
| Progressive Farmer | 1,809 | .19 | .19 |
| Successful Farming | 71 | .01 | .01 |
| Parade | 137,354 | 14.41 | .67 |

## 16. ATLANTA
(938,000 households)

| Publication | ADI circ. | Pct. ADI hslds. | Pct. total circ. |
|---|---|---|---|
| A.D. | 377 | .04 | .13 |
| Apartment Life | 8,324 | .89 | 1.04 |
| Architectural Digest | 6,517 | .69 | 1.81 |
| Atlantic Monthly | 3,227 | .34 | 1.04 |
| Better Homes & Grdns | 90,978 | 9.70 | 1.15 |
| Boating | 2,043 | .22 | 1.16 |
| Bon Appetit | 11,171 | 1.19 | 1.17 |
| Book Digest | 11,030 | 1.18 | 1.15 |
| Boys' Life | 21,420 | 2.28 | 1.23 |
| Bride's Magazine | 2,902 | .31 | 1.15 |
| Business Week | 10,727 | 1.14 | 1.58 |
| Car & Driver | 8,979 | .96 | 1.36 |
| Catholic Digest | 1,376 | .15 | .27 |
| Cosmopolitan | 20,992 | 2.24 | .85 |
| Cycle | 5,374 | .57 | 1.30 |
| Ebony | 21,794 | 2.32 | 1.79 |
| Esquire | 9,865 | 1.05 | 1.38 |
| Family Circle | 62,791 | 6.69 | .81 |
| Field & Stream | 24,306 | 2.59 | 1.23 |
| Flying | 4,931 | .53 | 1.36 |
| Forbes | 8,236 | .88 | 1.27 |
| Fortune | 8,097 | .86 | 1.44 |
| Gentlemen's Qtrly | 6,382 | .68 | 1.99 |
| Glamour | 24,702 | 2.63 | 1.42 |
| Golf | 8,494 | .91 | 1.29 |
| Golf Digest | 11,855 | 1.26 | 1.32 |
| Good Housekeeping | 57,877 | 6.17 | 1.15 |
| Gourmet | 6,941 | .74 | 1.17 |
| Grit | 10,037 | 1.07 | .96 |
| Harper's Bazaar | 7,806 | .83 | 1.45 |
| Harper's Magazine | 4,926 | .53 | 1.27 |
| Harper's/Atlantic | 8,024 | .86 | 1.15 |
| Stereo Review | 5,391 | .57 | 1.19 |
| House Beautiful | 13,383 | 1.43 | 1.66 |
| House & Garden | 15,327 | 1.63 | 1.55 |
| Jet | 19,103 | 2.04 | 2.95 |
| Ladies Home Journal | 75,959 | 8.10 | 1.31 |
| Mademoiselle | 14,693 | 1.57 | 1.69 |
| McCalls | 82,085 | 8.75 | 1.29 |
| Mechanix Illustrated | 18,829 | 2.01 | 1.18 |
| Modern Bride | 2,881 | .31 | 1.15 |
| Money | 13,756 | 1.47 | 1.82 |
| Motor Boating & Sail | 1,453 | .15 | 1.17 |
| National Geographic | 93,316 | 9.95 | 1.13 |
| Nation's Business | 13,690 | 1.46 | 1.17 |
| Natural History | 3,489 | .37 | .80 |
| The New Yorker | 4,079 | .43 | .86 |
| Newsweek | 35,061 | 3.74 | 1.23 |
| Oui | 12,244 | 1.31 | 1.62 |
| Outdoor Life | 18,199 | 1.94 | 1.11 |
| Penthouse | 67,234 | 7.17 | 1.48 |
| Parents | 15,652 | 1.67 | 1.09 |
| People Weekly | 38,868 | 4.14 | 1.75 |
| Photoplay | 7,847 | .84 | 1.20 |
| Playboy | 60,021 | 6.40 | 1.35 |
| Popular Mechanics | 15,774 | 1.68 | 1.01 |
| Popular Photography | 8,301 | .88 | 1.13 |
| Popular Science | 16,461 | 1.75 | .99 |
| Psychology Today | 13,821 | 1.47 | 1.24 |
| Quest/78 | 3,372 | .36 | 1.10 |
| Reader's Digest | 194,029 | 20.69 | 1.08 |
| Redbook | 51,336 | 5.47 | 1.19 |
| Road & Track | 6,696 | .71 | 1.35 |
| Rolling Stone | 8,604 | .92 | 1.57 |
| Scientific American | 5,206 | .56 | .98 |
| Seventeen | 14,578 | 1.55 | 1.08 |
| Ski | 2,245 | .24 | .58 |
| Skiing | 1,852 | .20 | .44 |
| Smithsonian | 18,543 | 1.98 | 1.10 |
| Southern Living | 76,347 | 8.14 | 4.65 |
| Cuisine | 4,432 | .47 | .67 |
| Sport Magazine | 12,927 | 1.38 | 1.04 |
| Sports Afield | 6,217 | .66 | 1.15 |
| Sports Illustrated | 25,248 | 2.69 | 1.13 |
| Time | 52,168 | 5.56 | 1.22 |
| Time B | 18,994 | 2.02 | 1.21 |
| Town and Country | 2,666 | .28 | 1.70 |
| True Confessions | 4,817 | .51 | 1.95 |
| True Experience | 3,358 | .36 | 1.96 |
| True Love | 3,467 | .37 | 2.15 |

## ATLANTA CONTINUED

| Publication | ADI circ. | Pct. ADI hslds. | Pct. total circ. |
|---|---|---|---|
| True Romance | 3,607 | .38 | 2.10 |
| True Story | 21,477 | 2.29 | 1.27 |
| TV Guide | 304,137 | 32.42 | 1.55 |
| U.S. News & Wrld Rep | 25,951 | 2.77 | 1.28 |
| Vogue | 13,333 | 1.42 | 1.51 |
| Woman's Day | 63,819 | 6.80 | .85 |
| Saturday Review | 6,065 | .65 | 1.17 |
| World Tennis | 5,587 | .60 | 1.75 |
| Ziff-Davis Mag Netwk | 36,781 | 3.92 | 1.15 |
| Farm Journal | 12,059 | 1.29 | .85 |
| Hoard's Dairyman | 784 | .08 | .35 |
| Progressive Farmer | 24,899 | 2.65 | 2.61 |
| Successful Farming | 69 | .01 | .01 |
| Parade | 10,634 | 1.13 | .05 |

## 17. TAMPA-ST. PETERSBURG

(877,800 households)

| Publication | ADI circ. | Pct. ADI hslds. | Pct. total circ. |
|---|---|---|---|
| A.D. | 2,244 | .26 | .77 |
| Apartment Life | 5,815 | 66 | .72 |
| Architectural Digest | 3,021 | .34 | .84 |
| Atlantic Monthly | 2,771 | 32 | .90 |
| Better Homes & Grdns | 76,693 | 8.74 | .97 |
| Boating | 3,944 | .45 | 2.25 |
| Bon Appetit | 10,158 | 1.16 | 1.06 |
| Book Digest | 12,097 | 1.38 | 1.26 |
| Boys' Life | 14,335 | 1.63 | .83 |
| Bride's Magazine | 1,752 | .20 | .69 |
| Business Week | 5,083 | 58 | .75 |
| Car & Driver | 6,215 | .71 | 94 |
| Catholic Digest | 3,793 | .43 | .73 |
| Cosmopolitan | 29,574 | 3.37 | 1.20 |
| Cycle | 4,027 | .46 | 98 |
| Ebony | 8,799 | 1.00 | .72 |
| Esquire | 6,383 | .73 | .89 |
| Family Circle | 84,733 | 9.65 | 1.09 |
| Field & Stream | 15,350 | 1.75 | .77 |
| Flying | 3,891 | 44 | 1.07 |
| Forbes | 9,466 | 1.08 | 1.46 |
| Fortune | 4,766 | 54 | .85 |
| Gentlemen's Qtrly | 2,201 | .25 | .69 |
| Glamour | 13,692 | 1.56 | .79 |
| Golf | 9,034 | 1.03 | 1.37 |
| Golf Digest | 14,432 | 1.64 | 1.61 |
| Good Housekeepng | 48,492 | 5.52 | .97 |
| Gourmet | 5,946 | .68 | 1.01 |
| Grit | 6,297 | .72 | 60 |
| Harper's Bazaar | 5,154 | .59 | 96 |
| Harper's Magazine | 3,557 | .41 | .92 |
| Harper's/Atlantic | 6,303 | .72 | .91 |
| Stereo Review | 3,560 | .41 | .78 |
| House Beautiful | 8,856 | 1.01 | 1.10 |
| House & Garden | 10,901 | 1.24 | 1.10 |
| Jet | 3,876 | .44 | 60 |
| Ladies Home Journal | 67,139 | 7.65 | 1.15 |
| Mademoiselle | 9,242 | 1.05 | 1.06 |
| McCalls | 66,661 | 7.59 | 1.05 |
| Mechanix Illustrated | 16,907 | 1.93 | 1.06 |
| Modern Bride | 1,656 | .19 | .66 |
| Money | 6,778 | .77 | .89 |
| Motor Boating & Sail | 3,138 | .36 | 2.53 |
| National Geographic | 93,219 | 10.62 | 1.13 |
| Nation's Business | 10,099 | 1.15 | .86 |
| Natural History | 3,401 | .39 | .78 |
| The New Yorker | 3,128 | .36 | .66 |
| Newsweek | 19,887 | 2.27 | .69 |
| Oui | 7,571 | .86 | 1.00 |
| Outdoor Life | 8,639 | .98 | .53 |
| Penthouse | 44,599 | 5.08 | .98 |
| Parents | 11,296 | 1.29 | .78 |
| People Weekly | 27,157 | 3.09 | 1.22 |
| Photoplay | 6,290 | .72 | .96 |
| Playboy | 39,513 | 4.50 | .89 |
| Popular Mechanics | 16,978 | 1.93 | 1.08 |
| Popular Photography | 6,800 | .77 | .92 |
| Popular Science | 16,177 | 1.84 | .97 |
| Psychology Today | 9,489 | 1.08 | .85 |
| Quest/78 | 3,122 | .36 | 1.02 |
| Reader's Digest | 229,029 | 26.09 | 1.27 |
| Redbook | 44,027 | 5.02 | 1.02 |
| Road & Track | 4,349 | .50 | .88 |
| Rolling Stone | 4,466 | .51 | .81 |
| Scientific American | 3,059 | .35 | .58 |
| Seventeen | 9,627 | 1.10 | .71 |
| Ski | 763 | .09 | .20 |
| Skiing | 750 | .09 | .18 |
| Smithsonian | 17,429 | 1.99 | 1.04 |
| Southern Living | 53,771 | 6.13 | 3.27 |
| Cuisine | 4,742 | .54 | .71 |
| Sport Magazine | 7,990 | .91 | .64 |
| Sports Afield | 3,933 | .45 | .72 |
| Sports Illustrated | 14,334 | 1.63 | .64 |
| Time | 35,728 | 4.07 | .83 |
| Time B | 9,927 | 1.13 | .63 |
| Town and Country | 1,801 | .21 | 1.15 |
| True Confessions | 2,072 | .24 | 94 |
| True Experience | 1,461 | .17 | .85 |
| True Love | 1,389 | .16 | .86 |
| True Romance | 1,483 | 17 | .86 |
| True Story | 13,520 | 1.54 | .80 |
| TV Guide | 172,576 | 19.66 | .88 |
| U.S. News & Wrld Rep | 29,399 | 3.35 | 1.44 |
| Vogue | 8,784 | 1.00 | 1.00 |
| Woman's Day | 76,126 | 8.67 | 1.01 |
| Saturday Review | 4,477 | .51 | .86 |
| World Tennis | 3,156 | .36 | .99 |
| Ziff-Davis Mag Netwk | 29,462 | 3.36 | .92 |
| Farm Journal | 2,690 | .31 | .19 |
| Hoard's Dairyman | 366 | .04 | .17 |
| Progressive Farmer | 8,929 | 1.02 | .94 |
| Successful Farming | 327 | .04 | .04 |
| Parade | 444,307 | 50.62 | 2.18 |

## 18. SEATTLE-TACOMA

(862,272 households)

| Publication | ADI circ | Pct. ADI hslds. | Pct. total circ |
|---|---|---|---|
| A.D. | 5,310 | .62 | 1.83 |
| Apartment Life | 7,586 | .88 | .94 |
| Architectural Digest | 4,541 | .53 | 1.26 |
| Atlantic Monthly | 5,229 | .61 | 1.69 |
| Better Homes & Grdns | 114,407 | 13.27 | 1.45 |
| Boating | 3,435 | .40 | 1.96 |
| Bon Appetit | 17,427 | 2.02 | 1.83 |
| Book Digest | 14,232 | 1.65 | 1.49 |
| Boys' Life | 22,330 | 2.59 | 1.29 |
| Bride's Magazine | 1,998 | .23 | .79 |
| Business Week | 9,571 | 1.11 | 1.41 |
| Capper's Weekly | 1,772 | .21 | .42 |
| Car & Driver | 9,456 | 1.10 | 1.44 |
| Catholic Digest | 5,453 | .63 | 1.05 |
| Cosmopolitan | 31,429 | 3.64 | 1.27 |
| Cycle | 5,859 | .68 | 1.42 |
| Ebony | 7,389 | .86 | .61 |
| Esquire | 8,884 | 1.03 | 1.24 |
| Family Circle | 125,660 | 14.57 | 1.61 |
| Field & Stream | 25,726 | 2.98 | 1.30 |
| Flying | 6,286 | .73 | 1.73 |
| Forbes | 9,322 | 1.08 | 1.44 |
| Fortune | 8,266 | .96 | 1.47 |
| Gentlemen's Qtrly | 2,517 | .29 | .79 |
| Glamour | 17,937 | 2.08 | 1.03 |
| Golf | 7,966 | .92 | 1.21 |
| Golf Digest | 12,283 | 1.42 | 1.37 |
| Good Housekeeping | 68,160 | 7.90 | 1.36 |
| Gourmet | 10,736 | 1.25 | 1.82 |
| Grit | 3,547 | .41 | .34 |
| Harper's Bazaar | 6,835 | .79 | 1.27 |
| Harper's Magazine | 7,547 | .88 | 1.94 |
| Harper's/Atlantic | 12,624 | 1.46 | 1.81 |
| Stereo Review | 5,274 | .61 | 1.16 |
| House Beautiful | 11,616 | 1.35 | 1.44 |
| House & Garden | 12,243 | 1.42 | 1.24 |
| Jet | 2,931 | .34 | .45 |
| Ladies Home Journal | 75,048 | 8.70 | 1.29 |
| Mademoiselle | 8,830 | 1.02 | 1.01 |
| McCalls | 74,077 | 8.59 | 1.16 |
| Mechanix Illustrated | 23,767 | 2.76 | 1.49 |
| Modern Bride | 1,867 | .22 | .74 |
| Money | 11,553 | 1.34 | 1.53 |
| Motor Boating & Sail | 2,018 | .23 | 1.63 |
| National Geographic | 160,194 | 18.58 | 1.95 |
| Nation's Business | 10,385 | 1.20 | .89 |
| Natural History | 6,623 | .77 | 1.51 |
| The New Yorker | 6,849 | .79 | 1.45 |
| Newsweek | 48,276 | 5.60 | 1.69 |
| Oui | 10,644 | 1.23 | 1.41 |
| Outdoor Life | 20,074 | 2.33 | 1.23 |
| Penthouse | 67,475 | 7.83 | 1.48 |
| Parents | 15,416 | 1.79 | 1.07 |
| People Weekly | 29,244 | 3.39 | 1.32 |
| Photoplay | 7,022 | .81 | 1.07 |
| Playboy | 69,341 | 8.04 | 1.57 |
| Popular Mechanics | 25,981 | 3.01 | 1.66 |

## SEATTLE-TACOMA CONTINUED

| Publication | ADI circ. | Pct. ADI hslds. | Pct. total circ. |
|---|---|---|---|
| Popular Photography | 10,382 | 1.20 | 1.41 |
| Popular Science | 28,707 | 3.33 | 1.73 |
| Psychology Today | 15,987 | 1.85 | 1.44 |
| Quest/78 | 6,326 | .73 | 2.07 |
| Reader's Digest | 263,641 | 30.58 | 1.46 |
| Redbook | 51,034 | 5.92 | 1.18 |
| Road & Track | 9,551 | 1.11 | 1.92 |
| Rolling Stone | 9,647 | 1.12 | 1.76 |
| Scientific American | 11,069 | 1.28 | 2.08 |
| Seventeen | 17,745 | 2.06 | 1.31 |
| Ski | 9,806 | 1.14 | 2.54 |
| Skiing | 13,838 | 1.60 | 3.32 |
| Smithsonian | 25,186 | 2.92 | 1.50 |
| Cuisine | 16,542 | 1.92 | 2.49 |
| Sport Magazine | 12,757 | 1.48 | 1.03 |
| Sports Afield | 4,760 | .55 | .88 |
| Sports Illustrated | 33,296 | 3.86 | 1.49 |
| Sunset Magazine | 131,041 | 15.20 | 9.59 |
| Time | 62,081 | 7.20 | 1.45 |
| Time B | 23,240 | 2.70 | 1.48 |
| Town and Country | 1,351 | .16 | .86 |
| True Confessions | 3,199 | .37 | 1.30 |
| True Experience | 2,406 | .28 | 1.40 |
| True Love | 1,934 | .22 | 1.20 |
| True Romance | 2,165 | .25 | 1.26 |
| True Story | 15,088 | 1.75 | .89 |
| TV Guide | 290,398 | 33.68 | 1.48 |
| U.S. News & Wrld Rep | 32,576 | 3.78 | 1.60 |
| Vogue | 11,879 | 1.38 | 1.35 |
| Woman's Day | 124,573 | 14.45 | 1.66 |
| Saturday Review | 8,980 | 1.04 | 1.73 |
| World Tennis | 3,675 | .43 | 1.15 |
| Ziff-Davis Mag Netwk | 54,980 | 6.38 | 1.72 |
| Farm Journal | 4,812 | .56 | .34 |
| Hoard's Dairyman | 1,417 | .15 | .64 |
| NW Unit Farm Mags | 9,113 | 1.06 | 8.12 |
| Successful Farming | 1,537 | .18 | .20 |
| Parade | 227,499 | 26.38 | 1.11 |

## 19. INDIANAPOLIS
(785,000 households)

| Publication | ADI circ. | Pct. ADI hslds. | Pct. total circ. |
|---|---|---|---|
| A.D. | 5,321 | .68 | 1.83 |
| Apartment Life | 6,425 | .82 | .80 |
| Architectural Digest | 2,352 | .30 | .65 |
| Atlantic Monthly | 2,416 | .31 | .78 |
| Better Homes & Grdns | 91,371 | 11.64 | 1.15 |
| Boating | 1,094 | .14 | .62 |
| Bon Appetit | 7,206 | .92 | .75 |
| Book Digest | 8,254 | 1.05 | .86 |
| Boys' Life | 18,154 | 2.31 | 1.05 |
| Bride's Magazine | 2,616 | .33 | 1.04 |
| Business Week | 5,791 | .74 | .85 |
| Capper's Weekly | 544 | .07 | .13 |
| Car & Driver | 8,488 | 1.08 | 1.29 |
| Catholic Digest | 3,894 | .50 | .75 |
| Cosmopolitan | 24,566 | 3.13 | 1.00 |
| Cycle | 5,015 | .64 | 1.22 |
| Ebony | 13,577 | 1.73 | 1.12 |
| Esquire | 7,213 | .92 | 1.01 |
| Family Circle | 77,191 | 9.83 | .99 |
| Field & Stream | 23,016 | 2.93 | 1.16 |
| Flying | 3,938 | .50 | 1.09 |
| Forbes | 5,827 | .74 | .90 |
| Fortune | 4,998 | .64 | .89 |
| Gentlemen's Qtrly | 3,294 | .42 | 1.03 |
| Glamour | 18,605 | 2.37 | 1.07 |
| Golf | 7,950 | 1.01 | 1.20 |
| Golf Digest | 10,334 | 1.32 | 1.15 |
| Good Housekeeping | 59,109 | 7.53 | 1.18 |
| Gourmet | 3,524 | .45 | .60 |
| Grit | 16,977 | 2.16 | 1.62 |
| Harper's Bazaar | 4,835 | .62 | .90 |
| Harper's Magazine | 3,241 | .41 | .83 |
| Harper's/Atlantic | 5,617 | .72 | .81 |
| Stereo Review | 4,372 | .56 | .96 |
| House Beautiful | 8,337 | 1.06 | 1.04 |
| House & Garden | 8,510 | 1.08 | .86 |
| Jet | 5,719 | .73 | .88 |
| Ladies Home Journal | 60,362 | 7.69 | 1.04 |
| Mademoiselle | 7,134 | .91 | .82 |
| McCalls | 74,284 | 9.46 | 1.17 |
| Mechanix Illustrated | 19,388 | 2.47 | 1.21 |
| Modern Bride | 2,911 | .37 | 1.16 |
| Money | 8,005 | 1.02 | 1.06 |
| Motor Boating & Sail | 748 | .10 | .60 |
| National Geographic | 79,293 | 10.10 | .96 |
| Nation's Business | 14,677 | 1.87 | 1.25 |
| Natural History | 2,611 | .33 | .60 |
| The New Yorker | 3,023 | .39 | .64 |
| Newsweek | 26,905 | 3.43 | .94 |
| Oui | 7,583 | .97 | 1.00 |
| Outdoor Life | 15,631 | 1.99 | .96 |
| Penthouse | 40,606 | 5.17 | .89 |
| Parents | 19,717 | 2.51 | 1.37 |
| People Weekly | 26,870 | 3.42 | 1.21 |
| Photoplay | 8,632 | 1.10 | 1.32 |
| Playboy | 45,575 | 5.81 | 1.03 |
| Popular Mechanics | 19,435 | 2.48 | 1.24 |
| Popular Photography | 5,823 | .74 | .79 |
| Popular Science | 17,345 | 2.21 | 1.04 |
| Psychology Today | 10,645 | 1.36 | .96 |
| Quest/78 | 2,837 | .36 | .93 |
| Reader's Digest | 203,003 | 25.86 | 1.13 |
| Redbook | 45,802 | 5.83 | 1.06 |
| Road & Track | 5,059 | .64 | 1.02 |
| Rolling Stone | 5,756 | .73 | 1.05 |
| Scientific American | 4,284 | .55 | .81 |
| Seventeen | 16,118 | 2.05 | 1.19 |
| Ski | 1,547 | .20 | .40 |
| Skiing | 1,307 | .17 | .31 |
| Smithsonian | 12,563 | 1.60 | .75 |
| Cuisine | 7,370 | .94 | 1.11 |
| Sport Magazine | 16,727 | 2.13 | 1.35 |
| Sports Afield | 6,682 | .85 | 1.23 |
| Sports Illustrated | 27,490 | 3.50 | 1.23 |
| Time | 34,575 | 4.40 | .81 |
| Time B | 12,646 | 1.61 | .80 |
| Town and Country | 1,373 | .17 | .88 |
| True Confessions | 2,891 | .37 | 1.17 |
| True Experience | 2,351 | .30 | 1.37 |
| True Love | 2,221 | .28 | 1.38 |
| True Romance | 2,188 | .28 | 1.27 |
| True Story | 24,604 | 3.13 | 1.45 |
| TV Guide | 205,693 | 26.20 | 1.05 |
| U.S. News & Wrld Rep | 21,954 | 2.80 | 1.08 |
| Vogue | 5,446 | .69 | .62 |
| Woman's Day | 73,442 | 9.36 | .98 |
| Saturday Review | 5,037 | .64 | .97 |
| World Tennis | 2,721 | .35 | .85 |
| Ziff-Davis Mag Netwk | 29,995 | 3.82 | .94 |
| Farm Journal | 27,388 | 3.49 | 1.94 |
| Hoard's Dairyman | 1,458 | .19 | .66 |
| Prairie Farmer | 36,215 | 4.61 | 15.76 |
| Successful Farming | 20,142 | 2.57 | 2.67 |
| Parade | 1,521 | .19 | .01 |

## 20. BALTIMORE
(771,600 households)

| Publication | ADI circ. | Pct. ADI hslds. | Pct. total circ. |
|---|---|---|---|
| A.D. | 2,722 | .35 | .94 |
| Apartment Life | 12,233 | 1.59 | 1.52 |
| Architectural Digest | 2,742 | .36 | .76 |
| Atlantic Monthly | 3,066 | .40 | .99 |
| Better Homes & Grdns | 79,424 | 10.29 | 1.00 |
| Boating | 2,976 | .39 | 1.70 |
| Bon Appetit | 10,173 | 1.32 | 1.07 |
| Book Digest | 9,233 | 1.20 | .97 |
| Boys' Life | 19,615 | 2.54 | 1.13 |
| Bride's Magazine | 2,093 | .27 | .85 |
| Business Week | 6,757 | .88 | .99 |
| Car & Driver | 6,292 | .82 | .96 |
| Catholic Digest | 4,169 | .54 | .81 |
| Cosmopolitan | 21,495 | 2.79 | .87 |
| Cycle | 3,334 | .43 | .81 |
| Ebony | 26,057 | 3.38 | 2.14 |
| Esquire | 6,636 | .86 | .93 |
| Family Circle | 74,777 | 9.69 | .96 |
| Field & Stream | 13,252 | 1.72 | .67 |
| Flying | 2,486 | .32 | .69 |
| Forbes | 5,992 | .78 | .93 |
| Fortune | 4,946 | .64 | .88 |
| Gentlemen's Qtrly | 4,645 | .60 | 1.45 |
| Glamour | 16,587 | 2.15 | .95 |
| Golf | 5,077 | .66 | .77 |
| Golf Digest | 7,171 | .93 | .80 |
| Good Housekeeping | 49,920 | 6.47 | .99 |
| Gourmet | 6,770 | .88 | 1.15 |
| Grit | 5,135 | .67 | .49 |
| Harper's Bazaar | 4,756 | .62 | .88 |
| Harper's Magazine | 3,552 | .46 | .91 |
| Harper's/Atlantic | 6,638 | .86 | .95 |
| Stereo Review | 5,429 | .70 | 1.19 |
| House Beautiful | 6,264 | .81 | .78 |
| House & Garden | 9,437 | 1.22 | .95 |
| Jet | 12,667 | 1.64 | 1.96 |
| Ladies Home Journal | 57,919 | 7.51 | 1.00 |
| Mademoiselle | 7,373 | .96 | .85 |

## BALTIMORE CONTINUED

| Publication | ADI circ. | Pct. ADI hslds. | Pct. total circ. |
|---|---|---|---|
| McCalls | 53,197 | 6.89 | .83 |
| Mechanix Illustrated | 13,970 | 1.81 | .87 |
| Modern Bride | 2,485 | .32 | .99 |
| Money | 9,700 | 1.26 | 1.28 |
| Motor Boating & Sail | 2,794 | .36 | 2.25 |
| National Geographic | 84,706 | 10.98 | 1.03 |
| Nation's Business | 8,147 | 1.06 | .70 |
| Natural History | 4,413 | .57 | 1.01 |
| The New Yorker | 5,618 | .73 | 1.18 |
| Newsweek | 31,661 | 4.10 | 1.11 |
| Oui | 7,285 | .94 | .96 |
| Outdoor Life | 10,658 | 1.38 | .65 |
| Penthouse | 42,727 | 5.54 | .94 |
| Parents | 14,038 | 1.82 | .97 |
| People Weekly | 19,359 | 2.51 | .87 |
| Photoplay | 5,515 | .71 | .84 |
| Playboy | 46,295 | 6.00 | 1.05 |
| Popular Mechanics | 13,908 | 1.80 | .89 |
| Popular Photography | 8,380 | 1.09 | 1.14 |
| Popular Science | 18,106 | 2.35 | 1.09 |
| Psychology Today | 12,485 | 1.62 | 1.12 |
| Quest/78 | 2,841 | .37 | .93 |
| Reader's Digest | 167,129 | 21.66 | .93 |
| Redbook | 34,243 | 4.44 | .79 |
| Road & Track | 4,958 | .64 | 1.00 |
| Quest/78 | 2,841 | .37 | .93 |
| Reader's Digest | 167,129 | 21.66 | .93 |
| Redbook | 34,243 | 4.44 | .79 |
| Road & Track | 4,958 | .64 | 1.00 |
| Rolling Stone | 4,290 | .56 | .78 |
| Scientific American | 4,733 | .61 | .89 |
| Seventeen | 10,750 | 1.39 | .80 |
| Ski | 2,965 | .38 | .77 |
| Skiing | 2,143 | .28 | .51 |
| Smithsonian | 34,359 | 4.45 | 2.05 |
| Southern Living | 20,858 | 2.70 | 1.27 |
| Cuisine | 5,566 | .72 | .84 |
| Sport Magazine | 10,828 | 1.40 | .87 |
| Sports Afield | 3,658 | .47 | .67 |
| Sports Illustrated | 25,537 | 3.31 | 1.14 |
| Time | 54,370 | 7.05 | 1.27 |
| Time B | 21,747 | 2.82 | 1.38 |
| Town and Country | 1,456 | .19 | .93 |
| True Confessions | 2,362 | .31 | .96 |
| True Experience | 1,938 | .25 | 1.13 |
| True Love | 1,628 | .21 | 1.01 |
| True Romance | 1,836 | .24 | 1.07 |
| True Story | 15,475 | 2.01 | .91 |
| TV Guide | 193,055 | 25.02 | .98 |
| U.S. News & Wrld Rep | 19,112 | 2.48 | .94 |
| Vogue | 8,057 | 1.04 | .91 |
| Woman's Day | 71,071 | 9.21 | .94 |
| Saturday Review | 4,666 | .60 | .90 |
| World Tennis | 3,223 | .42 | 1.01 |
| Ziff-Davis Mag Netwk | 30,767 | 3.99 | .96 |
| Farm Journal | 6,435 | .83 | .46 |
| Hoard's Dairyman | 1,132 | .15 | .51 |
| Progressive Farmer | 5,817 | .75 | .61 |
| Successful Farming | 230 | .03 | .03 |
| Parade | 266,388 | 34.52 | 1.31 |

## BALANCE IN U.S.

(41,454,386 households)

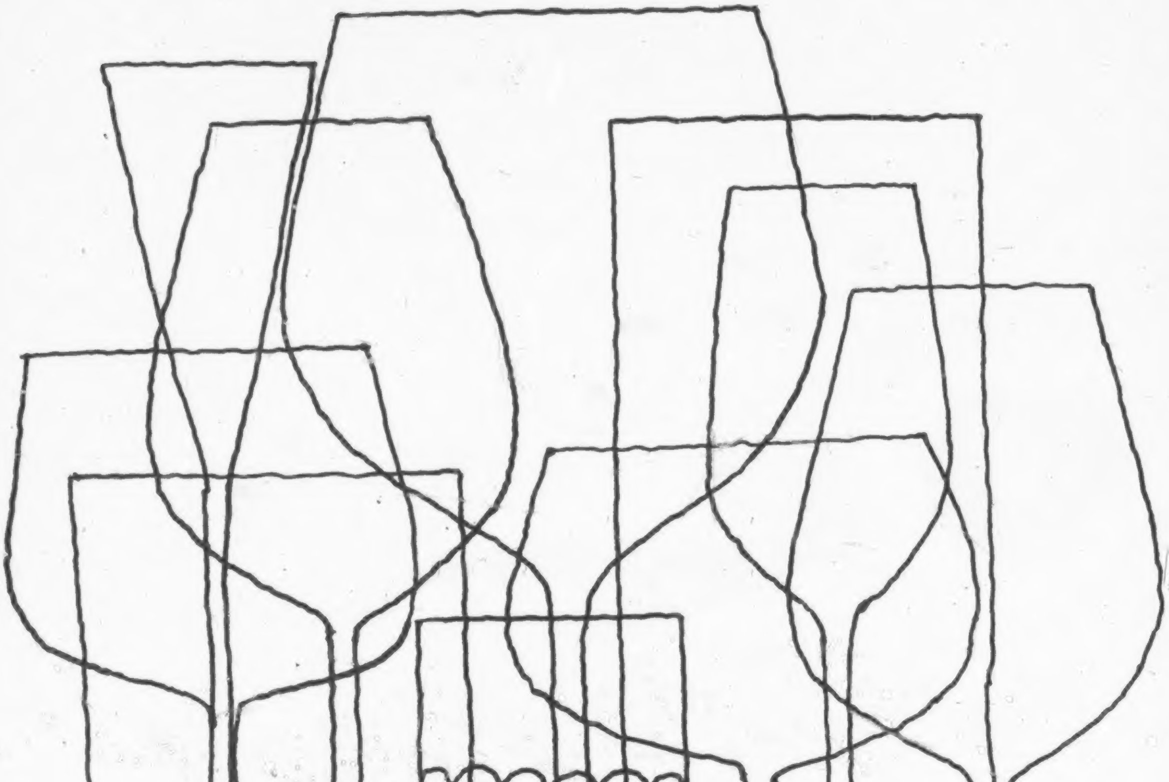
| Publication | ADI circ. | Pct. ADI hslds. | Pct. total circ. |
|---|---|---|---|
| A.D. | 170,471 | .41 | 58.67 |
| Apartment Life | 284,773 | .69 | 35.43 |
| Architectural Digest | 125,482 | .30 | 34.88 |
| Atlantic Monthly | 139,683 | .34 | 45.14 |
| Better Homes & Grdns | 4,521,960 | 10.91 | 57.12 |
| Boating | 72,109 | .17 | 41.09 |
| Bon Appetit | 386,031 | .93 | 40.44 |
| Book Digest | 505,323 | 1.22 | 52.83 |
| Boys' Life | 1,048,323 | 2.53 | 60.36 |
| Bride's Magazine | 135,194 | .33 | 53.55 |
| Business Week | 264,939 | .64 | 38.93 |
| Capper's Weekly | 387,410 | .93 | 91.37 |
| Car & Driver | 330,930 | .80 | 50.30 |
| Catholic Digest | 287,651 | .69 | 55.59 |
| Cosmopolitan | 1,193,385 | 2.88 | 48.41 |
| Cycle | 256,181 | .62 | 62.19 |
| Ebony | 515,964 | 1.24 | 42.42 |
| Esquire | 351,225 | .85 | 49.09 |
| Family Circle | 4,058,708 | 9.79 | 52.09 |
| Field & Stream | 1,317,995 | 3.18 | 66.43 |
| Flying | 195,958 | .47 | 54.02 |
| Forbes | 296,337 | .71 | 45.81 |
| Fortune | 230,713 | .56 | 41.15 |
| Gentlemen's Qtrly | 136,085 | .33 | 42.45 |
| Glamour | 805,047 | 1.94 | 46.19 |
| Golf | 353,977 | .85 | 53.60 |
| Golf Digest | 485,123 | 1.17 | 54.20 |
| Good Housekeeping | 2,809,583 | 6.78 | 55.92 |
| Gourmet | 248,013 | .60 | 41.96 |
| Grit | 799,473 | 1.93 | 76.15 |
| Harper's Bazaar | 221,517 | .53 | 41.10 |
| Harper's Magazine | 237,323 | .57 | 61.11 |
| Harper's/Atlantic | 366,905 | .89 | 52.71 |
| Stereo Review | 246,787 | .60 | 54.29 |
| House Beautiful | 373,276 | .90 | 46.43 |
| House & Garden | 485,853 | 1.17 | 49.09 |
| Jet | 261,459 | .63 | 40.43 |
| Ladies Home Journal | 3,246,815 | 7.83 | 55.80 |
| Mademoiselle | 371,301 | .90 | 42.65 |
| Mechanix Illustrated | 971,498 | 2.34 | 60.71 |
| Modern Bride | 94,074 | .23 | 37.47 |
| Money | 329,107 | .79 | 43.44 |
| Motor Boating & Sail | 53,046 | .13 | 42.74 |
| McCalls | 3,739,121 | 9.02 | 58.69 |
| National Geographic | 4,486,822 | 10.82 | 54.50 |
| Nation's Business | 687,625 | 1.66 | 58.71 |
| Natural History | 188,688 | .46 | 43.10 |
| The New Yorker | 168,428 | .41 | 35.63 |
| Newsweek | 1,471,034 | 3.55 | 51.41 |
| Oui | 328,441 | .79 | 43.44 |
| Outdoor Life | 1,103,079 | 2.66 | 67.58 |
| Penthouse | 2,864,620 | 6.91 | 63.00 |
| Parents | 830,499 | 2.00 | 57.66 |
| People Weekly | 1,021,891 | 2.47 | 46.04 |
| Photoplay | 610,044 | 1.47 | 93.09 |
| Playboy | 1,782,873 | 4.30 | 40.25 |
| Popular Mechanics | 902,413 | 2.18 | 57.62 |
| Popular Photography | 377,128 | .91 | 51.16 |
| Popular Science | 903,082 | 2.18 | 54.37 |
| Psychology Today | 548,460 | 1.32 | 49.33 |
| Quest/78 | 158,164 | .38 | 51.78 |
| Reader's Digest | 10,725,235 | 25.87 | 59.51 |
| Redbook | 2,413,851 | 5.82 | 55.98 |
| Road & Track | 256,396 | .62 | 51.63 |
| Rolling Stone | 257,516 | .62 | 46.86 |
| Scientific American | 225,344 | .54 | 42.41 |
| Seventeen | 754,156 | 1.82 | 55.88 |
| Ski | 193,918 | .47 | 50.29 |
| Skiing | 209,977 | .51 | 50.34 |
| Smithsonian | 793,035 | 1.91 | 47.25 |
| Southern Living | 1,474,058 | 3.56 | 89.74 |
| Cuisine | 371,503 | .90 | 55.90 |
| Sport Magazine | 610,948 | 1.47 | 49.14 |
| Sports Afield | 330,343 | .80 | 60.85 |
| Sports Illustrated | 1,150,549 | 2.78 | 51.59 |
| Sunset Magazine | 634,265 | 1.53 | 46.41 |
| Time | 1,852,142 | 4.47 | 43.20 |
| Time B | 656,273 | 1.58 | 41.72 |
| Town and Country | 71,593 | .17 | 45.75 |
| True Confessions | 159,639 | .39 | 64.78 |
| True Experience | 114,002 | .28 | 66.46 |
| True Love | 108,458 | .26 | 67.37 |
| True Romance | 116,212 | .28 | 67.64 |
| True Story | 1,237,347 | 2.98 | 73.12 |
| TV Guide | 10,083,622 | 24.32 | 51.27 |
| U.S. News & Wrld Rep | 1,087,822 | 2.62 | 53.45 |
| Vogue | 309,540 | .75 | 35.11 |
| Woman's Day | 3,759,817 | 9.07 | 49.97 |
| Saturday Review | 245,484 | .59 | 47.19 |
| World Tennis | 161,702 | .39 | 50.74 |
| Ziff-Davis Mag Netwk | 1,677,426 | 4.05 | 52.34 |
| Amer. Agriculturist | 66,127 | .16 | 62.90 |
| California Farmer | 44,407 | .11 | 73.82 |
| Co. Rancher & Farmer | 27,313 | .07 | 98.34 |
| Farm Journal | 1,181,003 | 2.85 | 83.57 |
| The Farmer | 126,914 | .31 | 71.11 |
| The Farmer-Stockman | 239,872 | .58 | 82.69 |
| Hoard's Dairyman | 174,628 | .42 | 78.77 |
| Kansas Farmer | 69,008 | .17 | 101.95 |
| Michigan Farmer | 65,840 | .16 | 84.48 |
| Missouri Ruralist | 77,238 | .19 | 87.91 |
| Nebraska Farmer | 78,300 | .19 | 99.44 |
| NW Unit Farm Mags | 98,872 | .24 | 88.12 |
| The Ohio Farmer | 78,737 | .19 | 77.40 |
| Pennsylvania Farmer | 56,868 | .14 | 72.17 |
| Prairie Farmer | 145,128 | .35 | 63.16 |
| Progressive Farmer | 839,379 | 2.02 | 88.05 |
| Successful Farming | 624,052 | 1.51 | 82.86 |
| Wallaces Farmer | 137,590 | .33 | 99.91 |
| Wisc. Agriculturist | 86,840 | .21 | 91.68 |
| Parade | 11,672,863 | 28.16 | 57.19 |

# CIRCULATION BY COUNTY

| | A county | | B county | | C county | | D county | | Pct. circ. in A & B counties |
|---|---|---|---|---|---|---|---|---|---|
| Publication | Circ. | Pct. cov. | Circ. | Pct. cov. | Circ. | Pct. cov. | Circ. | Pct. cov. | Pct. U.S. |
| A.D. | 93,438 | .32 | 79,786 | .37 | 66,973 | .49 | 49,517 | 43 | 59.45 |
| Apartment Life | 480,638 | 1.66 | 202,478 | 94 | 81,808 | .60 | 36,968 | .32 | 84.80 |
| Architectural Digest | 214,565 | .74 | 94,695 | .44 | 34,653 | .25 | 15,249 | .13 | 85.80 |
| Atlantic Monthly | 150,784 | .52 | 87,751 | .41 | 44,548 | .33 | 25,467 | .22 | 76.86 |
| Better Homes & Grdns | 2,872,648 | 9.92 | 2,406,151 | 11.22 | 1,495,931 | 10.99 | 1,128,051 | 9.90 | 66.56 |
| Boating | 77,320 | .27 | 55,596 | .26 | 27,520 | .20 | 14,136 | .12 | 75.33 |
| Bon Appetit | 456,315 | 1.58 | 294,058 | 1.37 | 132,799 | 98 | 68,280 | .60 | 78.34 |
| Book Digest | 366,476 | 1.27 | 275,539 | 1.28 | 171,074 | 1.26 | 141,703 | 1.24 | 67.00 |
| Boys' Life | 600,635 | 2.07 | 522,140 | 2.43 | 355,451 | 2.61 | 252,944 | 2.22 | 64.44 |
| Bride's Magazine | 104,184 | .36 | 73,708 | 34 | 46,841 | .34 | 27,431 | .24 | 70.37 |
| Business Week | 379,147 | 1.31 | 191,797 | .89 | 73,633 | .54 | 34,488 | .30 | 83.72 |
| Capper's Weekly | 35,325 | .12 | 34,248 | 16 | 57,595 | .42 | 286,108 | 2.51 | 16.00 |
| Car & Driver | 284,583 | .98 | 194,599 | .91 | 107,324 | .79 | 69,946 | .61 | 72.67 |
| Catholic Digest | 199,757 | 69 | 147,885 | .69 | 92,576 | 68 | 76,394 | .67 | 67.07 |
| Cosmopolitan | 1,086,207 | 3.75 | 778,825 | 3.63 | 410,050 | 3.01 | 181,783 | 1.60 | 75.39 |
| Cycle | 139,388 | .48 | 123,960 | .58 | 84,156 | 62 | 63,274 | .56 | 63.75 |
| Ebony | 668,196 | 2.31 | 347,551 | 1.62 | 126,989 | 93 | 72,210 | 63 | 83.41 |
| Esquire | 361,497 | 1.25 | 191,730 | 89 | 100,182 | .74 | 60,914 | .53 | 77.19 |
| Family Circle | 2,851,815 | 9.84 | 2,444,951 | 11.40 | 1,570,464 | 11.53 | 907,792 | 7.97 | 67.84 |
| Field & Stream | 482,095 | 1.66 | 552,666 | 2.58 | 494,922 | 3.63 | 448,305 | 3.93 | 52.00 |
| Flying | 136,330 | 47 | 111,453 | 52 | 64,741 | 48 | 46,706 | 41 | 67.65 |
| Forbes | 311,676 | 1.08 | 195,073 | 91 | 90,229 | 66 | 48,391 | 42 | 78.16 |
| Fortune | 302,474 | 1.04 | 158,559 | .74 | 66,237 | 49 | 32,273 | 28 | 82.05 |
| Gentlemen's Qtrly | 176,360 | .61 | 90,792 | .42 | 37,649 | 28 | 15,136 | 13 | 83.17 |
| Glamour | 798,312 | 2.76 | 514,270 | 2.40 | 276,930 | 2.03 | 150,628 | 1.32 | 75.18 |
| Golf | 261,839 | .90 | 219,855 | 1.02 | 113,202 | 83 | 65,073 | 57 | 72.88 |
| Golf Digest | 341,399 | 1.18 | 299,655 | 1.40 | 159,223 | 1.17 | 93,457 | .82 | 71.53 |
| Good Housekeeping | 1,767,048 | 6.10 | 1,517,418 | 7.07 | 987,537 | 7.25 | 740,579 | 6.50 | 65.21 |
| Gourmet | 315,583 | 1.09 | 174,515 | 81 | 70,261 | 52 | 29,442 | .26 | 82.73 |
| Grit | 81,046 | .28 | 200,373 | 93 | 357,189 | 2.62 | 410,655 | 3.60 | 26.79 |
| Harper's Bazaar | 298,099 | 1.03 | 146,369 | .68 | 62,076 | 46 | 31,525 | .28 | 82.32 |
| Harper's Magazine | 186,142 | .64 | 108,036 | .50 | 57,806 | .42 | 34,963 | 31 | 75.49 |
| Harper's/Atlantic | 336,511 | 1.16 | 195,582 | .91 | 101,876 | .75 | 59,915 | .53 | 76.19 |
| Stereo Review | 218,207 | .75 | 131,134 | .61 | 66,677 | .49 | 37,522 | .33 | 76.67 |
| House Beautiful | 346,884 | 1.20 | 236,114 | 1.10 | 131,475 | .97 | 87,751 | .77 | 72.36 |
| House & Garden | 447,517 | 1.54 | 292,622 | 1.36 | 149,933 | 1.10 | 96,422 | 85 | 74.54 |
| Jet | 372,318 | 1.29 | 184,172 | 86 | 61,078 | 45 | 27,595 | .24 | 85.86 |
| Ladies Home Journal | 2,168,420 | 7.49 | 1,693,898 | 7.90 | 1,084,058 | 7.96 | 860,946 | 7.56 | 66.24 |
| Mademoiselle | 397,801 | 1.37 | 258,826 | 1.21 | 133,880 | .98 | 77,946 | .68 | 75.24 |
| McCalls | 2,168,408 | 7.49 | 1,874,612 | 8.74 | 1,272,402 | 9.34 | 1,044,323 | 9.17 | 63.34 |
| Mechanix Illustrated | 533,820 | 1.84 | 478,591 | 2.23 | 332,308 | 2.44 | 250,196 | 2.20 | 63.07 |
| Modern Bride | 106,923 | .37 | 72,486 | 34 | 45,305 | .33 | 26,189 | .23 | 71.40 |
| Money | 380,009 | 1.31 | 225,969 | 1.05 | 100,630 | .74 | 49,148 | .43 | 79.80 |
| Motor Boating & Sail | 59,004 | 20 | 40,260 | .19 | 17,051 | .13 | 7,146 | .06 | 79.55 |
| National Geographic | 3,257,579 | 11.24 | 2,540,419 | 11.84 | 1,436,409 | 10.55 | 947,318 | 8.31 | 70.00 |
| Nation's Business | 381,205 | 1.32 | 328,586 | 1.53 | 246,947 | 1.81 | 210,566 | 1.85 | 60.40 |
| Natural History | 218,790 | .76 | 113,875 | .53 | 58,547 | .43 | 33,872 | .30 | 73.85 |
| The New Yorker | 277,862 | .96 | 121,357 | .57 | 52,132 | .38 | 20,536 | .18 | 84.29 |
| Newsweek | 1,243,307 | 4.29 | 842,865 | 3.93 | 475,752 | 3.49 | 286,060 | 2.51 | 72.56 |
| Oui | 326,879 | 1.13 | 233,332 | 1.09 | 126,074 | .93 | 64,124 | .56 | 73.54 |
| Outdoor Life | 390,077 | 1.35 | 456,620 | 2.13 | 400,968 | 2.94 | 379,667 | 3.33 | 51.72 |
| Penthouse | 1,893,648 | 6.54 | 1,407,151 | 6.56 | 825,296 | 6.06 | 397,425 | 3.49 | 72.22 |
| Parents | 504,579 | 1.74 | 443,250 | 2.07 | 280,036 | 2.06 | 210,402 | 1.85 | 65.71 |

## CIRCULATION BY COUNTY

| | A county | | B county | | C county | | D county | | Pct. circ. in A & B counties |
|---|---|---|---|---|---|---|---|---|---|
| Publication | Circ. | Pct. cov. | Circ. | Pct. cov. | Circ. | Pct. cov. | Circ. | Pct. cov. | Pct. U.S. |
| People Weekly | 972,978 | 3.36 | 709,436 | 3.31 | 354,326 | 2.60 | 174,416 | 1.53 | 75.53 |
| Photoplay | 198,942 | .69 | 184,041 | .86 | 142,296 | 1.05 | 128,727 | 1.13 | 58.32 |
| Playboy | 1,864,648 | 6.44 | 1,366,490 | 6.37 | 757,040 | 5.56 | 421,692 | 3.70 | 72.61 |
| Popular Mechanics | 544,216 | 1.88 | 467,791 | 2.18 | 317,910 | 2.33 | 231,717 | 2.03 | 64.42 |
| Popular Photography | 362,451 | 1.25 | 213,721 | 1.00 | 103,122 | .76 | 55,044 | .48 | 77.86 |
| Popular Science | 648,431 | 2.24 | 504,407 | 2.35 | 304,242 | 2.23 | 197,662 | 1.73 | 69.16 |
| Psychology Today | 519,190 | 1.79 | 337,792 | 1.57 | 165,252 | 1.21 | 86,099 | .76 | 76.84 |
| Quest/78 | 134,215 | .46 | 91,124 | .42 | 49,084 | .36 | 29,179 | .26 | 73.31 |
| Reader's Digest | 6,022,333 | 20.79 | 5,370,041 | 25.03 | 3,657,372 | 26.86 | 2,934,715 | 25.76 | 63.07 |
| Redbook | 1,479,024 | 5.11 | 1,254,776 | 5.85 | 870,462 | 6.39 | 696,530 | 6.11 | 63.24 |
| Road & Track | 229,786 | .79 | 155,269 | .72 | 75,990 | .56 | 34,061 | .30 | 77.29 |
| Rolling Stone | 246,389 | .85 | 166,802 | .78 | 90,210 | .66 | 43,565 | .38 | 74.83 |
| Scientific American | 275,429 | .95 | 153,074 | .71 | 70,406 | .52 | 29,938 | .26 | 80.25 |
| Seventeen | 507,118 | 1.75 | 407,075 | 1.90 | 259,178 | 1.90 | 173,003 | 1.52 | 67.57 |
| Ski | 185,464 | .64 | 108,760 | .51 | 58,444 | .43 | 30,956 | .27 | 75.90 |
| Skiing | 194,232 | .67 | 118,248 | .55 | 65,721 | .48 | 36,268 | .32 | 74.45 |
| Smithsonian | 820,700 | 2.83 | 487,855 | 2.27 | 234,867 | 1.72 | 129,031 | 1.13 | 77.69 |
| Southern Living | 262,304 | .91 | 640,640 | 2.99 | 375,803 | 2.76 | 293,331 | 2.57 | 52.71 |
| Cuisine | 255,882 | .88 | 197,472 | .92 | 121,845 | .89 | 86,671 | .76 | 67.94 |
| Sport Magazine | 513,981 | 1.77 | 351,594 | 1.64 | 214,354 | 1.57 | 161,985 | 1.42 | 69.53 |
| Sports Afield | 147,372 | .51 | 151,133 | .70 | 129,682 | .95 | 113,140 | .99 | 54.82 |
| Sports Illustrated | 937,905 | 3.24 | 698,507 | 3.26 | 367,880 | 2.70 | 222,212 | 1.95 | 73.24 |
| Sunset Magazine | 654,331 | 2.26 | 417,873 | 1.95 | 139,661 | 1.03 | 50,842 | .45 | 72.92 |
| Time | 2,068,040 | 7.14 | 1,250,101 | 5.83 | 621,907 | 4.57 | 333,646 | 2.93 | 77.16 |
| Time B | 808,041 | 2.79 | 447,792 | 2.09 | 202,934 | 1.49 | 110,358 | .97 | 79.63 |
| Town and Country | 78,042 | .27 | 48,027 | .22 | 19,892 | .15 | 10,265 | .09 | 80.43 |
| True Confessions | 69,537 | .24 | 71,394 | .33 | 57,211 | .42 | 40,888 | .36 | 55.52 |
| True Experience | 49,164 | .17 | 48,159 | .22 | 41,243 | .30 | 29,752 | .26 | 55.69 |
| True Love | 43,847 | .15 | 46,913 | .22 | 39,218 | .29 | 28,334 | .25 | 55.45 |
| True Romance | 49,968 | .17 | 48,795 | .23 | 41,044 | .30 | 29,008 | .25 | 56.51 |
| True Story | 426,524 | 1.47 | 459,813 | 2.14 | 409,275 | 3.01 | 392,777 | 3.45 | 52.26 |
| TV Guide | 7,515,054 | 25.94 | 5,736,213 | 26.74 | 3,799,804 | 27.91 | 2,617,910 | 22.98 | 67.37 |
| U.S. News & Wrld Rep | 735,635 | 2.54 | 617,409 | 2.88 | 382,580 | 2.81 | 293,033 | 2.57 | 66.27 |
| Vogue | 511,937 | 1.77 | 229,090 | 1.07 | 94,112 | .69 | 44,710 | .39 | 83.90 |
| Woman's Day | 2,793,453 | 9.64 | 2,375,879 | 11.07 | 1,485,809 | 10.91 | 850,811 | 7.47 | 68.53 |
| Saturday Review | 247,619 | .85 | 147,095 | .69 | 78,708 | .58 | 45,763 | .40 | 75.74 |
| World Tennis | 152,898 | .53 | 98,244 | .46 | 45,466 | .33 | 21,810 | .19 | 78.74 |
| Ziff-Davis Mag Netwk | 1,401,126 | 4.84 | 946,648 | 4.41 | 519,415 | 3.81 | 324,087 | 2.84 | 72.94 |
| Amer. Agriculturist | 12,495 | .04 | 32,567 | .15 | 46,476 | .34 | 10,777 | .09 | 41.74 |
| California Farmer | 10,918 | .04 | 29,958 | .14 | 11,065 | .08 | 5,194 | .05 | 64.70 |
| Co. Rancher & Farmer | 2,648 | .01 | 795 | — | 5,436 | .04 | 15,000 | .13 | 10.87 |
| Farm Journal | 80,855 | .28 | 182,608 | .85 | 366,662 | 2.69 | 782,849 | 6.87 | 18.64 |
| The Farmer | 5,578 | .02 | 2,218 | .01 | 27,466 | .20 | 138,126 | 1.21 | 4.25 |
| The Farmer-Stockman | 19,388 | .07 | 26,598 | .12 | 50,111 | .37 | 190,261 | 1.67 | 15.65 |
| Hoard's Dairyman | 14,259 | .05 | 36,380 | .17 | 77,240 | .57 | 93,727 | .82 | 22.83 |
| Kansas Farmer | 734 | — | 3,560 | .02 | 7,027 | .05 | 54,695 | .48 | 6.19 |
| Michigan Farmer | 3,498 | .01 | 21,514 | .10 | 30,381 | .22 | 21,645 | .19 | 31.73 |
| Missouri Ruralist | 7,146 | .02 | 1,588 | .01 | 5,711 | .04 | 71,783 | .63 | 9.76 |
| Nebraska Farmer | — | — | 3,943 | .02 | 3,312 | .02 | 66,718 | .59 | 4.72 |
| NW Unit Farm Mags | 3,795 | .01 | 14,426 | .07 | 36,769 | .27 | 55,939 | .49 | 16.06 |
| The Ohio Farmer | 5,134 | .02 | 27,165 | .13 | 42,055 | .31 | 25,589 | .22 | 31.21 |
| Pennsylvania Farmer | 8,476 | .03 | 23,957 | .11 | 26,339 | .19 | 4,754 | .04 | 34.47 |
| Prairie Farmer | 24,144 | .08 | 23,994 | .11 | 62,974 | .46 | 103,852 | .91 | 19.68 |
| Progressive Farmer | 45,834 | .16 | 120,628 | .56 | 273,845 | 2.01 | 505,333 | 4.44 | 17.32 |
| Successful Farming | 35,424 | .12 | 78,802 | .37 | 180,747 | 1.33 | 458,010 | 4.02 | 15.17 |
| Wallaces Farmer | — | — | 6,909 | .03 | 20,063 | .15 | 92,702 | .81 | 4.44 |
| Wisc. Agriculturist | 5,710 | .02 | 12,552 | .06 | 35,517 | .26 | 37,311 | .33 | 18.57 |
| Parade | 7,083,148 | 24.45 | 9,119,137 | 42.50 | 2,227,321 | 16.36 | 1,857,1[illegible] | 16.30 | 78.92 |



**Guidebook to the good life.**

TRAVEL&®
LEISURE

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# SECTION 6

# LOCAL BUYS

Need to know, fast, which magazines you can use to cover a specific city? Here in three parts Encyclomedia gives local magazine availabilities, including city, state and regional publications, newspaper distributed supplements, and the availability of national magazines through Media Networks, Inc.

**Pages 182-197** — A state-by-state listing of over 200 publications edited for local markets, together with their addresses, phone numbers, and vital statistics. Included are city and state magazines, locally-edited newspaper supps and entertainment guides. At the end of the state listings are the regional publications.

**Pages 198-203** — Circulation and costs for the nationally syndicated Sunday supplements — Family Weekly, Parade and Metro Sunday. Also listed are two new special interest publications distributed nationally through Sunday newspapers.

**Pages 204-208** — Local buys offered in national publications through Media Networks Inc.'s special interest networks.

# CITY/STATE/REGIONAL PUBLICATIONS

FOR the convenience of the reader, Encyclomedia has compiled from questionnaires a state-by-state listing of those publications directed towards specific local markets. Included in the tabulations are city and state magazines, locally-edited Sunday newspaper supplements, and local entertainment guides. At the end of the state listings are the regional publications along with their vital statistics.

Circulation figures and rates are for comparison purposes and are as of May 31, 1979. A list of publications anticipating rate changes since this date begins on page 135. For more specific information, the address and telephone of each publication is also given. Names of key people to contact are listed in the Magazine Directory (section 2). The legend to the tabular data is on the opposite page.

| | | Circulation | | | Audience | | | Page rates (1x) | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Freq. | Audit source | Rate base (000) | Paid (000) | Total aud. (000) | Readers /copy | Aud. data | 4/C Rate ($) | 4/C Bleed (%) | B/W Rate ($) | B/W Bleed (%) | Split-run editions | % edit pgs |
| **ALABAMA** | | | | | | | | | | | | | |
| **Birmingham**<br>PO Box 10127<br>Birmingham 35202;(205) 323-5461 | 12 | S | 7 | 2 | — | — | — | 620 | nc | 500 | nc | — | 52 |
| **ALASKA** | | | | | | | | | | | | | |
| **Anchorage (2/79)**<br>PO Box 8-9015<br>Mt. View 99508;(907) 337-5502 | 12 | S | 20 | — | — | — | — | 1,075 | nc | 860 | nc | — | — |
| **ARIZONA** | | | | | | | | | | | | | |
| **Mesa**<br>526 E University Dr.<br>Mesa 85203;(602) 834-5053 | 12 | S | 15 | 7 | — | — | — | 900 | nb | 720 | nb | — | — |
| **Phoenix Living**<br>4621 N 16 St., Ste. 305<br>Phoenix 85016;(602) 279-2394 | 6 | S(B) | 80 | 10 | — | — | — | 2,600 | 6 | 1,925 | 8 | — | 57 |
| **Phoenix Magazine**<br>4707 N 12 St.<br>Phoenix 85014;(602) 248-8900 | 12 | S(A) | 45 | 40 | 200 | 4.5 | 0 | 1,562 | nc | 1,129 | nc | — | 49 |
| **Tucson**<br>2500 N Pantano Rd.<br>Tucson 85715;(602) 886-1253 | 12 | S | 15 | — | 51 | 3.5 | 0 | 900 | nc | 720 | nc | — | — |
| **ARKANSAS** | | | | | | | | | | | | | |
| **Arkansas Times**<br>1111 W Second St.<br>Little Rock 72201;(501) 375-2985 | 12 | S | 12 | — | — | — | — | 795 | nc | 640 | nc | — | — |
| **CALIFORNIA** | | | | | | | | | | | | | |
| **American MAP/Los Angeles (5/79)**<br>900 Wilshire Blvd., Ste. 612<br>Los Angeles 90017;(213) 625-1993 | 4 | PE | 25 | — | — | — | — | 800 | 5 | 700 | 5 | — | — |
| **American MAP/San Francisco (4/79)**<br>209 Post Street, Ste. 1014<br>San Francisco 94108;(213) 625-1993 | 4 | PE | 25 | — | — | — | — | 800 | 5 | 700 | 5 | — | — |
| **Arts & Leisure Los Angeles Network (3 titles)**<br>950 Battery St.<br>San Francisco 94111;(415) 956-6262 | 12 | S | 100 | 25 | 100 | 1.0 | 0 | 2,250 | nc | 1,620 | nc | — | 50 |

| | | Circulation | | | Audience | | | Page rates (1x) | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | | | | 4/C | | B/W | | | |
| | Freq. | Audit source | Rate base (000) | Paid (000) | Total aud. (000) | Readers /copy | Aud. data | Rate ($) | Bleed (%) | Rate ($) | Bleed (%) | Split-run editions | % edit pgs |
| **Arts & Leisure San Francisco Network (4 titles)**<br>950 Battery St.<br>San Francisco 94111; (415) 956-6262 | 12 | S | 175 | — | 175 | 1.0 | 0 | 3,200 | nc | 2,400 | nc | R | 50 |
| **Bay Views**<br>124 Paul Dr.<br>San Rafael 94903; (415) 472-3220 | 11 | S | 10 | 5 | 25 | 2.5 | 0 | 725 | nc | 580 | nc | — | 60 |
| **Beverly Hills**<br>8844 W Olympic Blvd.<br>Beverly Hills 90211; (213) 278-8207 | 6 | S | 50 | — | — | — | — | 1,990 | 10 | 1,400 | 10 | — | 70 |
| **Big Valley**<br>16161 Roscoe Blvd.<br>Sepulveda 91343; (213) 894-2223 | 12 | VAC | 30 | 13 | — | — | — | 1,325 | nc | 1,060 | nc | — | — |
| **LA Show Guide**<br>7033 Sunset Bldg.<br>Ste. 304<br>Hollywood 90028; (213) 461-3514 | 12 | PE | 15 | 13 | 45 | 3.0 | 0 | 583 | 15 | 370 | 15 | — | 28 |
| **Los Angeles Greek Theatre Magazine**<br>950 Battery St.<br>San Francisco 94111; (415) 956-6262 | 4 | S | 75 | 75 | 75 | 1.0 | 0 | 1,875 | nc | 1,350 | nc | — | 50 |
| **Los Angeles Herald Examiner's California Living**<br>1111 S Broadway<br>Los Angeles 90015; (213) 748-1212 | 52 | ABC | — | 814 | 326 | 2.5 | 0 | 4,462 | — | 3,562 | — | — | 57 |
| **Los Angeles Magazine**<br>1888 Century Park E<br>Los Angeles 90067; (213) 553-7601 | 12 | ABC | 155 | 155 | 1,054 | 6.8 | 0 | 3,770 | 15 | 2,525 | 15 | — | 42 |
| **Los Angeles Times' Home Magazine**<br>Times Mirror Square<br>Los Angeles 90053;NYC (212) 697-6200 | 52 | ABC | | 1,345 | 2,555 | 1.9 | 0 | 13,900 | nc | 10,350 | nc | R,A | — |
| **Palm Springs Life Magazine**<br>250 E Palm Canyon Dr.<br>Palm Springs 92262; (714) 325-2333 | 12 | S | 66 | 31 | 263 | 4.0 | 0 | 2,000 | nc | 1,600 | nc | — | 50 |
| **Performing Arts Network (4 titles)**<br>9348 Santa Monica Blvd.<br>Beverly Hills 90210; (213) 274-8728 | 12 | S | 385 | — | 575 | 1.5 | 0 | 8,946 | nc | 5,964 | nc | M | 50 |
| **San Diego Magazine**<br>PO Box 81809<br>San Diego 92138; (714) 222-0325 | 12 | ABC | 39 | 39 | — | — | 0 | 1,950 | 15 | 1,300 | 15 | — | 46 |

## LEGEND TO TABULAR DATA

First issue date for magazines published since August, 1978 are in parentheses next to the magazine name, e.g. Good Living (6/79).

**Freq:** **Frequency** - number of times published yearly
**Audit source:**
- **ABC** Audit Bureau of Circulations;
- **BPA** Business Publications Audit
- **VAC** Verified Audit Circulation;
- **S** Sworn;
- **PE** Publisher's estimate;
- **(A)** ABC audit pending or applied for
- **(B)** BPA audit pending or applied for
- **(V)** VAC audit pending or applied for

**Rate base:** Guaranteed circulation
**Paid:** Paid circulation

**Total aud.:** Total audience (circulation or rate base × readers per copy).
**Readers/copy:** Readers per copy (total audience ÷ circulation).
**Aud. data:**
- **S** Simmons or SMRB study available.
- **T** Target Group Index study available.
- **E** Erdos & Morgan study available.
- **M** Monroe Mendelsohn study available.
- **O** Other or own study available

Letter in parentheses (S), (E), (M), (O) indicates that study is pending

**4/C (B/W) Rate:** 1 × page rate in effect 5/31/79
**Bleed** (%) Percentage added to page rate for bleed advertising
- **nb** No bleed advertising carried
- **nc** No extra charge for bleed advertising;
- **f** Bleed charge for fractionals only

**Split-run editions:**
- **R** Regional;
- **S** State;
- **M** Metro;
- **I** International;
- **D** Demographic;
- **Z** Zip;
- **X** Military;
- **T** Test market;
- **A** A/B split.

**% edit pgs:** Percentage of editorial pages to total pages per average issue (1978)

* Consult publisher for exact or additional information
— Not applicable, or information not available

## CALIFORNIA CONTINUED

| | | Circulation | | | Audience | | | Page rates (1x) | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Freq. | Audit source | Rate base (000) | Paid (000) | Total aud. (000) | Readers /copy | Aud. data | 4/C Rate ($) | 4/C Bleed (%) | B/W Rate ($) | B/W Bleed (%) | Split-run editions | % edit pgs |
| **San Francisco**<br>631 Howard St.<br>San Francisco 94105; (415) 777-5555 | 12 | ABC | 45 | 38 | 153 | 3.4 | — | 1,840 | 15 | 1,225 | 15 | — | 45 |
| **San Francisco Examiner's California Living**<br>925 Mission St.<br>San Francisco 94103; (415) 397-5700 | 52 | ABC | 663 | 663 | 1,695 | 2.5 | 0 | 7,395 | — | 5,199 | nb | — | 49 |
| **San Jose Magazine**<br>1190 Coleman Ave.<br>San Jose 95110; (408) 727-2200 | 6 | S | 100 | 92 | 400 | 4.0 | 0 | 2,500 | 15 | 1,950 | 15 | — | 60 |
| **San Jose Mercury-News' California Today**<br>750 Ridder Park Dr.<br>San Jose 95190; (408) 289-5000 | 52 | ABC | 254 | 254 | — | 2.2 | 0 | 2,549 | nc | 1,875 | nc | — | 40 |
| **Santa Barbara**<br>123 W Padre<br>Santa Barbara 93105; | 4 | S | 8 | 8 | 30 | 4.1 | 0 | 700 | nc | 580 | nc | — | 60 |
| **South Bay Magazine**<br>205 Ave. I<br>Redondo Beach 90277; (213) 540-1988 | 9 | PE | 30 | 3 | 90 | 3.0 | — | 1,200 | 5 | 990 | 5 | — | 50 |
| **Western Outdoor News**<br>3197-E Airport Loop Dr.<br>Costa Mesa 92626; (714) 546-4370 | 50 | S | — | 76 | 334 | 4.4 | 0 | 1,450 | nc | 1,000 | nc | R,S | — |
| **Westways**<br>6290 Sunset Blvd.<br>Los Angeles 90028; (213) 461-4448 | 12 | ABC | 466 | 466 | 1,013 | 2.2 | E | 3,735 | 10 | 3,135 | 10 | — | 70 |

## COLORADO

| | Freq. | Audit source | Rate base (000) | Paid (000) | Total aud. (000) | Readers /copy | Aud. data | 4/C Rate ($) | 4/C Bleed (%) | B/W Rate ($) | B/W Bleed (%) | Split-run editions | % edit pgs |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Colorado/Business**<br>1139 Delaware Plaza<br>Denver 80204; (303) 573-1433 | 12 | S(B) | 11 | 9 | 24 | 1.8 | 0 | 1,575 | 10 | 1,175 | 10 | — | 55 |
| **Denver Living**<br>3545 S Tamarac<br>Ste. 150<br>Denver 80237; (303) 770-6203 | 6 | S(B) | 90 | — | — | — | — | 2,600 | 6 | 1,925 | 8 | — | 32 |
| **Denver Monthly**<br>1763 Williams St.<br>Denver 80218; (303) 399-5931 | 12 | ABC | 25 | 17 | 62 | 2.5 | — | 1,240 | nc | 930 | nc | — | 65 |
| **Fort Collins Magazine**<br>328 W Mountain<br>Fort Collins 80521; (303) 221-5114 | 6 | S | 8 | 5 | — | — | (0) | 760 | 15 | 550 | 15 | N | 60 |
| **The Denver Magazine**<br>2865 S Colorado Blvd.<br>Denver 80222; (303) 758-4600 | 12 | ABC | 21 | 21 | 35 | 1.5 | 0 | 1,325 | nc | 875 | nc | — | 65 |

## CONNECTICUT

| | Freq. | Audit source | Rate base (000) | Paid (000) | Total aud. (000) | Readers /copy | Aud. data | 4/C Rate ($) | 4/C Bleed (%) | B/W Rate ($) | B/W Bleed (%) | Split-run editions | % edit pgs |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Connecticut Magazine**<br>831 Black Rock Turnpike<br>Fairfield 06430; (203) 576-8978 | 12 | ABC | 60 | 61 | 104 | 1.7 | 0 | 2,100 | 10 | 1,500 | 10 | — | 55 |
| **Fairfield County Magazine**<br>PO Box 269<br>Colonial Green<br>Westport 06880; (203) 227-0809 | 12 | S | 26 | 7 | 75 | 3.0 | 0 | 1,265 | nc | 1,015 | nc | — | 44 |
| **Springfield/Hartford Magazine**<br>175 Maple St<br>Springfield 01105; (413) 7[illegible]-5626 | 12 | S | 30 | 18 | — | — | — | 960 | nc | 685 | nc | — | 60 |

| | | Circulation | | | Audience | | | Page rates (1x) | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | | | | 4/C | | B/W | | | |
| **DELAWARE** | Freq. | Audit source | Rate base (000) | Paid (000) | Total aud. (000) | Readers /copy | Aud. data | Rate ($) | Bleed (%) | Rate ($) | Bleed (%) | Split-run editions | % edit pgs |
| **Delaware Today**<br>2401 Pennsylvania Ave.<br>Wilmington 19806;(302) 655-1571 | 12 | S | — | 8 | 55 | 7.0 | 0 | 890 | nb* | 495 | nb* | — | 53 |
| **DISTRICT OF COLUMBIA** | | | | | | | | | | | | | |
| **Washington Dossier**<br>3301 New Mexico Ave.<br>Washington 20016;(202) 362-5894 | 12 | VAC | 42 | — | 150 | 2.8 | 0 | 1,695 | nc | 1,180 | nc | — | 50 |
| **Washington Post Magazine**<br>1150 15 St., NW<br>Washington 20071;(202) 334-6000 | 52 | ABC | — | 822 | 1,760 | 2.2 | 0 | 6,580 | nb | 5,431 | nb | D | 36 |
| **Washington Star's Home/Life**<br>225 Virginia Ave., SE<br>Washington 20061;(202) 484-5000 | 52 | ABC | — | 317 | — | — | 0 | 3,300 | nc | 2,688 | nc | — | 50 |
| **Washingtonian Magazine**<br>1828 L St., NW<br>Washington 20036;(202) 296-1246 | 12 | ABC | 95 | 95 | 325 | 3.4 | 0 | 2,675 | 10 | 1,860 | 10 | — | 44 |
| **FLORIDA** | | | | | | | | | | | | | |
| **Bay Life**<br>PO Box 3432<br>Clearwater Beach 33515;(813) 461-4900 | 12 | S | 20 | — | — | — | — | 1,075 | nc | 860 | nc | — | — |
| **Broward Life**<br>3081 E Commercial Blvd.<br>Fort Lauderdale 33308;(305) 491-6350 | 12 | VAC | 15 | 6 | 80 | 4.0 | 0 | 1,040 | 10 | 795 | 10 | — | 45 |
| **Central Florida Scene**<br>720 W Vassar St.<br>Orlando 32804;(305) 843-6274 | 8 | PE | 10 | 5 | 60 | 5.8 | 0 | 715 | 10 | 605 | 10 | — | 60 |
| **Florida Gulf Coast Living**<br>402 Reo St.<br>Ste. 208<br>Tampa 33609;(813) 879-1177 | 6 | S(B) | 80 | 5 | — | — | — | 2,600 | 6 | 1,925 | 8 | — | — |
| **Florida Trend**<br>PO Box 2350<br>Tampa 33601;(813) 247-5411 | 12 | ABC | 35 | 35 | 128 | 3.7 | 0 | 1,795 | 15 | 1,395 | 15 | R | 45 |
| **Gold Coast of Florida**<br>PO Box 7396<br>Ft. Lauderdale 33338;(305) 563-4145;NYC (212) 889-9017 | 12 | S | 30 | 19 | 108 | 3.6 | 0 | 1,420 | nc | 1,090 | nc | R | 43 |
| **Gulfshore Life Magazine**<br>1039 Fifth Ave., N<br>Naples 33940;(813) 262-6425 | 7 | PE | 16 | — | — | — | — | 900 | 10 | 700 | 10 | — | 45 |
| **Jacksonville Magazine**<br>815 S Main St.<br>Jacksonville 32210;(904) 396-0100 | 6 | S | 8 | 6 | 30 | 4.0 | — | 750 | 15 | 500 | 15 | — | 50 |
| **Miami Herald's Tropic Magazine**<br>1 Herald Plaza<br>Miami 33101;(305) 350-2576 | 52 | ABC | 525 | 525 | 1,207 | 2.3 | 0 | 6,419 | nc | 5,248 | nc | — | 44 |
| **Miami Magazine**<br>3361 SW 3 Ave.<br>Miami 33145;(305) 856-5011 | 12 | S | 23 | 16 | 115 | 5.0 | 0 | 1,414 | nc | 1,004 | nc | — | 53 |
| **Naples Now**<br>370-12 Ave., S<br>Naples 33939;(813) 262-6524 | 8 | S | 8 | — | — | — | — | 640 | nc | 510 | nc | — | — |

## FLORIDA CONTINUED

| | | Circulation | | | Audience | | | Page rates (1x) | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Freq. | Audit source | Rate base (000) | Paid (000) | Total aud. (000) | Readers /copy | Aud. data | 4/C Rate ($) | 4/C Bleed (%) | B/W Rate ($) | B/W Bleed (%) | Split-run editions | % edit pgs |
| **Orlando-Land Magazine**<br>PO Box 2207<br>Orlando 32802; (305) 644-3355 | 12 | S | 26 | 3 | 91 | 3.5 | — | 1,045 | 2 | 860 | 3 | D | 52 |
| **Palm Beach Life Magazine**<br>265 Royal Poinciana Way<br>PO Box 1176<br>Palm Beach 33480; (305) 655-5755 | 12 | S | 13 | 11 | — | — | — | 1,206 | 10 | 898 | 10 | — | 56 |
| **Playbill—Florida**<br>407 Lincoln Rd.<br>Miami Beach 33139; (315) 672-4100 | 9 | S | 240 | — | 528 | 2.2 | 0 | 5,481 | 15 | 4,110 | 15 | * | 50 |
| **Sarasota Herald Tribune's Florida West**<br>PO Box [illegible]719<br>Sarasota 33578; (813) 953-7755 | 52 | ABC | 81 | 81 | 196 | 2.3 | 0 | 970 | nb | 720 | nb | — | 60 |
| **Sarasota Town & County**<br>PO Box 3555<br>Sarasota 33578; (813) 922-3628 | 6 | S | 10 | 2 | — | — | — | 725 | nc | 580 | nc | — | — |
| **St. Petersburg Times Floridian**<br>PO Box 1121<br>St. Petersburg 33731; (813) 893-8304 | 52 | ABC | 248 | 337 | 595 | 2.4 | 0 | 2,114 | nb | 1,861 | nb | — | 50 |
| **The Fugue**<br>2951 S Bayshore Dr.<br>Miami 33133; (305) 443-5251 | 12 | S | 10 | — | — | — | — | 725 | nc | 580 | nc | — | — |

## GEORGIA

| | | Circulation | | | Audience | | | Page rates (1x) | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Freq. | Audit source | Rate base (000) | Paid (000) | Total aud. (000) | Readers /copy | Aud. data | 4/C Rate ($) | 4/C Bleed (%) | B/W Rate ($) | B/W Bleed (%) | Split-run editions | % edit pgs |
| **Atlanta Journal & Constitution Magazine**<br>PO Box 4689<br>Atlanta 30302; (404) 572-5191 | 52 | ABC | — | 537 | — | — | 0 | 5,077 | nc | 4,285 | nc | * | 50 |
| **Atlanta Magazine**<br>6285 Barfield Rd.<br>Atlanta 30328; (404) 256-9800 | 12 | ABC | 38 | 40 | 164 | 4.1 | 0 | 1,730 | 15 | 1,230 | 15 | — | 50 |
| **Brown's Guide to Georgia**<br>3765 Main St.<br>College Park 30337; (404) 762-1575 | 12 | ABC | 60 | 61 | 189 | 3.3 | 0 | 1,770 | nc | 1,420 | nc | — | 40 |

## HAWAII

| | | Circulation | | | Audience | | | Page rates (1x) | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Freq. | Audit source | Rate base (000) | Paid (000) | Total aud. (000) | Readers /copy | Aud. data | 4/C Rate ($) | 4/C Bleed (%) | B/W Rate ($) | B/W Bleed (%) | Split-run editions | % edit pgs |
| **Aloha—The Magazine of Hawaii**<br>1585 Kapiolani<br>Ste. 208<br>Honolulu 96814; (808) 955-5556 | 6 | PE | 68 | 68 | 150 | 2.0 | — | 1,890 | nc | 1,315 | nc | — | 90 |

## ILLINOIS

| | | Circulation | | | Audience | | | Page rates (1x) | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Freq. | Audit source | Rate base (000) | Paid (000) | Total aud. (000) | Readers /copy | Aud. data | 4/C Rate ($) | 4/C Bleed (%) | B/W Rate ($) | B/W Bleed (%) | Split-run editions | % edit pgs |
| **Avenue M**<br>875 N Michigan Ave.<br>Chicago 60611; (312) 787-9415 | 12 | S | 15 | — | 50 | 3.3 | — | — | — | 920 | nc | — | 45 |
| **Chicago**<br>500 N Michigan Ave.<br>Chicago 60611; (312) 751-7145; NYC (212) 797-1320 | 12 | ABC | 180 | 171 | 1,038 | 5.5 | 0 | 4,120 | 15 | 2,580 | 15 | — | 47 |
| **Chicago Sun-Times' Chicago Style**<br>601 N Wabash Ave.<br>Chicago 60601; (312) 321-3000 | 52 | ABC | — | 720 | 2,348 | 3.3 | 0 | 7,740 | nb | 6,137 | nb | A | [illegible]0 |
| **Chicago Tribune Magazine**<br>435 N Michigan Ave.<br>Chicago 60611; (312) 222-3232 | 52 | ABC | — | 1,158 | 2,611 | 2.3 | 0 | 12,144 | * | 10,049 | * | — | — |

## ILLINOIS CONTINUED

| | | Circulation | | | Audience | | | Page rates (1x) | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | | | | 4/C | | B/W | | | |
| | Freq. | Audit source | Rate base (000) | Paid (000) | Total aud. (000) | Readers /copy | Aud. data | Rate ($) | Bleed (%) | Rate ($) | Bleed (%) | Split-run editions | % edit pgs |
| **Chicago Elegance (12/79)**<br>7001 N Clark St.<br>Chicago 60626; (312) 338-7600 | [illegible] | PE | 30 | — | 5,000 | — | 0 | 3,100 | 10 | 2,500 | 10 | — | — |
| **Chicago's Elite**<br>7001 N Clark<br>Chicago 60626; (312) 338-7600 | 6 | S | 30 | 15 | 100 | 3.3 | 0 | 1,325 | nc | 1,060 | nc | — | 50 |
| **Esprit**<br>233 Tebala Towers<br>630 E State<br>Rockford 61104; (815) 968-2227 | 12 | VAC | 10 | — | — | — | — | 725 | nc | 580 | nc | — | — |
| **North Shore Magazine**<br>874 Green Bay Rd.<br>Winnetka 60093; (312) 441-7892 | 12 | S | 20 | 5 | 56 | 2.5 | 0 | 1,185 | 15 | 800 | 15 | — | 50 |
| **Ravinia Festival Program**<br>8328 N Lincoln<br>Skokie 60077; (312) 674-0734; 539-8540 | 9 | S | 125 | — | — | — | — | 2,530 | 15 | 1,920 | 15 | — | 42 |
| **Stagebill—Chicago**<br>10 E 40 St.<br>New York 10016; (212) 686-7740 | 12 | S | 370 | — | 810 | 2.2 | 0 | 5,390 | nc | 3,665 | nc | — | 50 |

## INDIANA

| | Freq. | Audit source | Rate base (000) | Paid (000) | Total aud. (000) | Readers /copy | Aud. data | 4/C Rate ($) | 4/C Bleed (%) | B/W Rate ($) | B/W Bleed (%) | Split-run editions | % edit pgs |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Fort Wayne**<br>300 S Union St.<br>Auburn 46706; (800) 348-2436 | 12 | S | 20 | — | — | — | — | 1,075 | nc | 860 | nc | — | — |
| **Indianapolis**<br>320 N Meridian St.<br>Indianapolis 46204; (317) 635-4747 | 12 | S | 7 | — | — | — | — | 620 | nc | 500 | nc | — | — |
| **Indianapolis Home & Garden**<br>6820 Hawthorn Park Dr.<br>Indianapolis 46220; (317) 842-2334 | 12 | S | 20 | 19 | — | — | (0) | 950 | 10 | 650 | 10 | — | 50 |
| **Indianapolis Star Magazine**<br>307 N Pennsylvania St.<br>Indianapolis 46206; (317) 633-1154 | 52 | ABC | — | 356 | — | — | 0 | 3,485 | nc | 2,785 | nc | — | 50 |

## KANSAS

| | Freq. | Audit source | Rate base (000) | Paid (000) | Total aud. (000) | Readers /copy | Aud. data | 4/C Rate ($) | 4/C Bleed (%) | B/W Rate ($) | B/W Bleed (%) | Split-run editions | % edit pgs |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Kansas City**<br>1900 W 47 Place<br>Westwood 66205; (913) 384-0770 | 12 | S | 18 | 5 | 72 | 4.0 | — | 850 | 10 | 650 | 10 | — | 55 |
| **The Wichitan**<br>221 S Broadway<br>Ste. 516<br>Wichita 67202; (316) 262-2616 | — | S(A) | 10 | 10 | — | — | — | 725 | nc | 580 | nc | — | 42 |
| **Topeka**<br>406 W 7 St.<br>Topeka 66603; (913) 233-1439 | 12 | PE | — | 18 | 90 | 5.0 | — | 795 | nc | 350 | nc | — | 50 |

## KENTUCKY

| | Freq. | Audit source | Rate base (000) | Paid (000) | Total aud. (000) | Readers /copy | Aud. data | 4/C Rate ($) | 4/C Bleed (%) | B/W Rate ($) | B/W Bleed (%) | Split-run editions | % edit pgs |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Back Home In Kentucky**<br>Rt. 9<br>Box 79EE<br>Bowling Green 42101; (502) 781-2249 | 6 | S | 10 | 6 | — | — | — | 820 | nc | 420 | nc | — | 75 |
| **Kentucky Business Ledger**<br>PO 3508<br>Louisville ; (502) 635-5212 | 12 | S | 10 | 1 | 30 | 3 | 0 | 928 | nb | 658 | nb | — | 45 |

## KENTUCKY CONTINUED

| | Freq. | Circulation: Audit source | Circulation: Rate base (000) | Circulation: Paid (000) | Audience: Total aud. (000) | Audience: Readers /copy | Audience: Aud. data | Page rates (1x) 4/C: Rate ($) | 4/C: Bleed (%) | B/W: Rate ($) | B/W: Bleed (%) | Split-run editions | % edit pgs |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Louisville Magazine**<br>300 W Liberty St.<br>Louisville 40202;(502) 582-2421 | 12 | S | 11 | 10 | 55 | 5.2 | 0 | 865 | nc | 620 | nc | — | 50 |
| **Louisville Today**<br>1031 S 4 St.<br>Louisville 40203;(502) 589-2170 | 12 | S | 15 | 12 | 48 | 3.2 | 0 | 950 | nc | 700 | nc | — | 60 |

## LOUISIANA

| | Freq. | Audit source | Rate base (000) | Paid (000) | Total aud. (000) | Readers /copy | Aud. data | 4/C Rate ($) | 4/C Bleed (%) | B/W Rate ($) | B/W Bleed (%) | Split-run editions | % edit pgs |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **GO, The Authentic Guide to New Orleans**<br>108 University Place, #401<br>New Orleans 70112;(504) 523-4051 | 12 | PE | 30 | — | 90 | 3.0 | — | 800 | nc | 625 | nc | — | 33 |
| **New Orleans Magazine**<br>PO Box 26215<br>N.O. 70186;(504) 246-2700 | 12 | S | 50 | 17 | 299 | 6.0 | 0 | 2,495 | nc | 1,795 | nc | — | 50 |

## MAINE

| | Freq. | Audit source | Rate base (000) | Paid (000) | Total aud. (000) | Readers /copy | Aud. data | 4/C Rate ($) | 4/C Bleed (%) | B/W Rate ($) | B/W Bleed (%) | Split-run editions | % edit pgs |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Down East**<br>PO Box 679<br>Camden 04843;(207) 594-9544 | 12 | S | 70 | 70 | 250 | 3.6 | 0 | 1,920 | 10 | 1,540 | 10 | — | 50 |

## MARYLAND

| | Freq. | Audit source | Rate base (000) | Paid (000) | Total aud. (000) | Readers /copy | Aud. data | 4/C Rate ($) | 4/C Bleed (%) | B/W Rate ($) | B/W Bleed (%) | Split-run editions | % edit pgs |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Baltimore Magazine**<br>22 Light St.<br>Baltimore 21202;(301) 452-1300 | 12 | S(A) | — | 39 | 176 | 4.5 | 0 | 1,995 | 10 | 1,095 | 10 | — | 45 |
| **Baltimore Sun's Magazine**<br>501 N Calvert St.<br>Baltimore 21203;(301) 332-6240 | 52 | ABC | — | 364 | 917 | 2.5 | 0 | 3,794 | nc | 2,852 | nc | — | 46 |
| **Chesapeake Bay Magazine**<br>130 Severn Ave.<br>Annapolis 21403;(301) 263-2662 | 12 | S(A) | 13 | 13 | 51 | 4.0 | — | 854 | nc | 559 | nc | — | 54 |
| **Playbill—Philadelphia/Baltimore**<br>210 N 13 St.<br>Philadelphia 19107;(215) 568-1180;NYC (212) 751-9550 | 12 | S | 205 | — | 451 | 2.2 | 0 | — | — | 3,732 | 15 | — | 39 |

## MASSACHUSETTS

| | Freq. | Audit source | Rate base (000) | Paid (000) | Total aud. (000) | Readers /copy | Aud. data | 4/C Rate ($) | 4/C Bleed (%) | B/W Rate ($) | B/W Bleed (%) | Split-run editions | % edit pgs |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Boston Globe's New England Magazine**<br>135 Morrissey Blvd.<br>Boston 02107;(617) 929-2102 | 52 | ABC | — | 694 | — | — | 0 | 6,243 | — | 4,863 | — | * | 50 |
| **Boston Herald American's Sunday Magazine**<br>300 Harrison Ave.<br>Boston 02106;(617) 426-3000 | 52 | ABC | — | 352 | 971 | 2.8 | 0 | 4,230 | nc | 3,600 | nc | A | 53 |
| **Boston Magazine**<br>1050 Park Square Building<br>Boston 02116;(617) 357-4000 | 12 | ABC | 70 | 73 | 280 | 4.0 | 0 | 2,135 | 10 | 1,495 | 10 | — | 43 |
| **Boston Symphony Orchestra Program**<br>Boston Symphony Hall<br>Boston 02110;(617) 542-6913 | 22 | S | 261 | — | — | — | — | 4,675 | nc | 3,925 | nc | — | 50 |
| **Playbill—Boston**<br>263 Summer St.<br>Boston 02110;(617) 423-3400;NYC (212) 751-9550 | 12 | S | 182 | — | 400 | 2.2 | 0 | — | — | 2,797 | 15 | — | 39 |
| **Springfield/Hartford Magazine**<br>175 Maple St.<br>Springfield 01105;(413) 734-5626 | 12 | S | 30 | 18 | — | — | — | 960 | nc | 685 | nc | — | 60 |

## MICHIGAN

| | | Circulation | | | Audience | | | Page rates (1x) | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Freq. | Audit source | Rate base (000) | Paid (000) | Total aud. (000) | Readers /copy | Aud. data | 4/C Rate ($) | 4/C Bleed (%) | B/W Rate ($) | B/W Bleed (%) | Split-run editions | % edit pgs |
| **Detroit Free Press' Detroit Magazine**<br>321 W Lafayette<br>Detroit 48200;(313) 222-6550 | 52 | ABC | 717 | 717 | 1,865 | 2.6 | 0 | 5,918 | nb | 5,262 | nb | R,A | 40 |
| **Detroit News Magazine**<br>615 Lafayette Blvd.<br>Detroit 48231;(313) 222-2332 | 52 | ABC | — | 828 | — | — | 0 | — | — | 7,130 | 8240 | — | 50 |
| **Grand Rapids**<br>17 Fountain St., NW<br>Grand Rapids 49503;(616) 459-7221 | 12 | S | 5 | — | — | — | — | 550 | nc | 440 | nc | — | — |
| **Lansing**<br>615 N Capitol Ave.<br>Lansing 48933;(517) 482-1321 | 12 | S | 10 | — | — | — | — | 725 | nc | 580 | nc | — | — |
| **Monthly Detroit**<br>1404 Commonwealth Bldg.<br>Detroit 48226;(313) 962-2350 | 12 | S(A) | 40 | 38 | 144 | 3.6 | 0 | 1,475 | nc | 1,050 | nc | — | 64 |

## MINNESOTA

| | Freq. | Audit source | Rate base (000) | Paid (000) | Total aud. (000) | Readers /copy | Aud. data | 4/C Rate ($) | 4/C Bleed (%) | B/W Rate ($) | B/W Bleed (%) | Split-run editions | % edit pgs |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Minneapolis Tribune's Picture Magazine**<br>425 Portland Ave.<br>Minneapolis 55488;(512) 372-4141 | 52 | ABC | — | 607 | — | — | 0 | 5,383 | — | 4,495 | — | — | — |
| **Minnesota AAA Motorist**<br>7 Travelers Trail<br>Burnsville 55337;(612) 890-2500 | 6 | S | 273 | 273 | 433 | 1.6 | 0 | 2,610 | nc | 2,160 | nc | — | 60 |
| **Mpls.-St. Paul**<br>512 Nicollet Mall<br>Ste. 615<br>Minneapolis 55402;(612) 339-7571 | 12 | S(A) | 30 | 31 | 120 | 3.0 | 0 | 1,450 | 10 | 1,030 | 10 | — | 60 |

## MISSISSIPPI

| | Freq. | Audit source | Rate base (000) | Paid (000) | Total aud. (000) | Readers /copy | Aud. data | 4/C Rate ($) | 4/C Bleed (%) | B/W Rate ($) | B/W Bleed (%) | Split-run editions | % edit pgs |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Jackson**<br>4735 Old Canton Rd.<br>Jackson 39211;(601) 366-6496 | 12 | S | 15 | 15 | — | — | — | 900 | nc | 720 | nc | — | — |

## MISSOURI

| | Freq. | Audit source | Rate base (000) | Paid (000) | Total aud. (000) | Readers /copy | Aud. data | 4/C Rate ($) | 4/C Bleed (%) | B/W Rate ($) | B/W Bleed (%) | Split-run editions | % edit pgs |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **City**<br>Ste. 636<br>20 W 9<br>Kansas City 64105;(816) 474-4445 | 12 | (A) | 15 | 7 | — | — | — | 900 | nc | 720 | nc | — | 68 |
| **Missouri Life Magazine**<br>216 E McCarty St.<br>Jefferson 65101;(314) 635-7921 | 6 | S | 26 | 26 | 100 | 4.0 | 0 | 1,000 | nc | 800 | nc | — | 65 |
| **Saint Louis Home/Garden (5/79)**<br>10300 Watson Rd.<br>St. Louis 63127;(314) 965-1234 | 12 | PE | 20 | 8 | — | — | — | 875 | nc | 625 | nc | — | — |
| **St. Louis Globe Democrat's Sunday Magazine**<br>710 N 12 St.<br>St. Louis 63101;(314) 342-1212, 621-1111 (Adv.) | 52 | ABC | — | 272 | 598 | 2.2 | 0 | 2,976 | nb | 2,424 | nb | A | 45 |
| **St. Louis Magazine**<br>7110 Oakland<br>St. Louis 63117;(314) 781-8787 | 12 | ABC | 29 | 35 | 140 | 4.0 | 0 | 1,345 | 10 | 955 | 10 | — | 51 |
| **St. Louis Post Dispatch Sunday Pictures**<br>900 N 12 Blvd.<br>St. Louis 63101;(314) 621-1111 | 52 | ABC | — | 449 | — | — | 0 | 4,773 | nc | 3,988 | nc | A | 50 |

| | | Circulation | | | Audience | | | Page rates (1x) | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Freq. | Audit source | Rate base (000) | Paid (000) | Total aud. (000) | Readers /copy | Aud. data | 4/C Rate ($) | 4/C Bleed (%) | B/W Rate ($) | B/W Bleed (%) | Split-run editions | % edit pgs |
| **MONTANA** | | | | | | | | | | | | | |
| **Montana Magazine**<br>PO Box 5630<br>Helena 59601; (406) 443-2842 | 6 | S | 86 | 85 | — | — | — | 1,350 | nc | 785 | nc | — | 65 |
| **NEBRASKA** | | | | | | | | | | | | | |
| **Omaha**<br>1517 Harney St.<br>Omaha 68102; (402) 342-8365 | 12 | S | 12 | 4 | 48 | 4.0 | — | 702 | 10 | 540 | 10 | — | 60 |
| **NEVADA** | | | | | | | | | | | | | |
| **Las Vegan**<br>1221 North Decatur<br>Las Vegas 89108; (702) 870-8080 | 6 | S | 10 | 6 | 45 | 4.5 | 0 | 900 | nc | 550 | nc | — | 50 |
| **Nevada Magazine**<br>Capitol Complex<br>Carson City 89701; (702) 855-5416 | 6 | S | 50 | 49 | 145 | 2.9 | 0 | 1,215 | nc | 880 | nc | — | 70 |
| **NEW HAMPSHIRE** | | | | | | | | | | | | | |
| **New Hampshire Profiles**<br>2 Steam Mill Court<br>Concord 03301; (800) 258-3694 | 11 | S | 21 | 13 | — | — | — | 1,110 | nc | 890 | nc | — | 48 |
| **NEW JERSEY** | | | | | | | | | | | | | |
| **Atlantic City Magazine**<br>101 S Swarthmore Ave.<br>Ventnor 08406; (609) 823-0252 | 4 | S | 60 | 30 | 480 | 8.0 | — | 2,250 | 15 | 1,500 | 15 | — | 41 |
| **Metro-Newark**<br>50 Park Place<br>Newark 07102; (201) 624-6888 | 8 | S | 16 | 3 | 54 | 3.5 | — | 1,105 | 10 | 730 | nc | — | 45 |
| **New Jersey Monthly**<br>1101-I State Rd.<br>Princeton 08540; (609) 921-7576 | 12 | ABC | 105 | 107 | 203 | 1.8 | E | 2,530 | 10 | 1,845 | 10 | M | 48 |
| **NEW MEXICO** | | | | | | | | | | | | | |
| **Albuquerque**<br>PO Box 4171<br>2025 San Pedro, NE<br>Albuquerque 87106; (505) 262-1474 | 12 | PE | 15 | — | 30 | 2.0 | 0 | 800 | 6 | 600 | 8 | — | 65 |
| **New Mexico Magazine**<br>Bataan Memorial Bldg.<br>Santa Fe 87503; (505) 827-2642 | 12 | ABC | 70 | 74 | 296 | 4.0 | 0 | 1,890 | nc | 1,515 | nc | S | 62 |
| **NEW YORK** | | | | | | | | | | | | | |
| **Adirondack Life**<br>310 Midtown Plaza<br>Syracuse 13210; (315) 472-7703 | 6 | S | 46 | 42 | 124 | 2.7 | 0 | 1,304 | 15 | 904 | 15 | — | 60 |
| **Avenue**<br>75 E 55 St.<br>New York 10022; (21[illegible]) 758-9516 | 9 | BPA | 32 | — | 144 | 4.5 | 0 | 1,995 | 15 | 1,350 | 15 | — | 53 |

| NEW YORK CONTINUED | | Circulation | | | Audience | | | Page rates (1x) | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Freq. | Audit source | Rate base (000) | Paid (000) | Total aud. (000) | Readers /copy | Aud. data | 4/C Rate ($) | 4/C Bleed (%) | B/W Rate ($) | B/W Bleed (%) | Split-run editions | % edit pgs |
| **Bflo. Magazine**<br>PO Box 294<br>Buffalo 14240;(716) 885-1500 | 6 | S | 30 | 25 | 96 | 3.2 | 0 | 1,135 | 10 | 798 | 10 | — | 65 |
| **Buffalo Spree**<br>PO Box 38<br>4511 Harlem Rd.<br>Buffalo 14226;(716) 839-3405 | 4 | S | 20 | 1 | — | — | — | 1,340 | nc | 840 | nc | — | 40 |
| **Capital District Business Review**<br>105 Wolf Rd.<br>Albany 12205;(518) 458-7000 | 12 | S | 14 | 3 | 34 | 2.5 | — | — | — | 728 | nc | — | 53 |
| **Cue New York**<br>545 Madison Ave.<br>New York 10022;(212) 371-7070 | 26 | ABC | 275 | 275 | 850 | 3.1 | S,E | 6,900 | 15 | 4,900 | 15 | — | 70 |
| **Finger Lakes Travel Guide**<br>309 Lake St.<br>Penn Yan 14527;(315) 536-6621 | 1 | S | 60 | 5 | — | — | — | 760 | 15 | 620 | 15 | — | — |
| **Hampton Life**<br>149 Hampton Rd.<br>Southampton 11968;(516) 283-2360 | 10 | S | 15 | | — | — | — | 900 | nc | 720 | nc | — | — |
| **Hudson Valley Magazine**<br>7 Collegeview Ave.<br>Poughkeepsie 12601;(914) 452-2810 | 12 | S | 26 | 13 | 80 | 3.0 | 0 | 1,215 | nc | 975 | nc | — | 63 |
| **Long Island Magazine (8/78)**<br>8 Broad St.<br>Great Neck 11021;(516) 482-6630 | 12 | S | 42 | 37 | 147 | 3.5 | — | 1,850 | nc | 1,330 | nc | — | 50 |
| **Long Island-Business**<br>303 Sunneyside Blvd.<br>Plainview 11803;(516) 681-8000 | 52 | S | 8 | 8 | 52 | 6.5 | 0 | — | — | 882 | nc | — | 40 |
| **New York Daily News Magazine Section**<br>220 E 42 St.<br>New York 10017;(212) 949-1234 | 52 | ABC | 2,585 | 2,585 | 5,142 | 2.0 | 0 | 20,895 | nc | 17,775 | nc | R | 45 |
| **New York Magazine**<br>755 Second Ave.<br>New York 10017;(212) 986-4600 | 52 | ABC | 375 | 391 | 1,528 | 4.0 | S,T | 10,150 | 15 | 6,500 | 15 | — | 55 |
| **New York Times Magazine**<br>229 W 43 St.<br>New York 10036;(212) 556-1234 | 52 | ABC | — | 1,413 | 4,379 | 3.1 | S,T,M | 12,765 | 10 | 8,450 | 10 | — | 33 |
| **Playbill—New York**<br>151 E 50 St.<br>New York 10022;(212) 751-9550 | 12 | S | 1,070 | — | 2,354 | 2.2 | 0 | 15,914 | 15 | 10,609 | 15 | — | 39 |
| **Stagebill Group**<br>10 E 40 St.<br>New York 10016;(212) 686-7740 | 12 | S | 1,005 | — | 2,200 | 2.2 | 0 | * | nc | * | nc | M | 50 |
| **Stagebill—Carnegie Hall**<br>10 E 40 St.<br>New York 10016;(212) 686-7740 | 9 | S | 75 | — | 165 | — | — | 1,495 | nc | 1,030 | nc | — | 50 |
| **Stagebill—Kennedy Center**<br>10 E 40 St.<br>New York 10016;(212) 686-7740 | 12 | S | 250 | — | 550 | 2.2 | 0 | 4,315 | nc | 2,780 | nc | — | 50 |
| **Stagebill—Lincoln Center**<br>10 E 40 St.<br>New York 10016;(212) 686-7740 | 12 | S | 310 | — | 682 | 2.2 | 0 | 6,495 | nc | 4,445 | nc | — | 50 |

| | | Circulation | | | Audience | | | Page rates (1x) | | | | | |
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| | | | | | | | | 4/C | | B/W | | | |
| **NEW YORK** CONTINUED | Freq. | Audit source | Rate base (000) | Paid (000) | Total aud. (000) | Readers /copy | Aud. data | Rate ($) | Bleed (%) | Rate ($) | Bleed (%) | Split-run editions | % edit pgs |
| **Westchester Illustrated**<br>16 School St.<br>Yonkers 10701; (914) 472-2061 | 12 | S | 37 | 24 | 88 | 2.4 | 0 | 1,430 | nc | 1,145 | nc | — | 60 |
| **Westchester Magazine**<br>437 Ward Ave.<br>Mamaroneck 10543; (914) 698-8203 | 12 | ABC | — | 30 | 120 | 4.0 | 0 | 1,510 | 5 | 990 | 5 | — | 50 |
| **NORTH CAROLINA** | | | | | | | | | | | | | |
| **Charlotte Magazine**<br>PO Box 240843<br>Charlotte 28224; (704) 588-2120 | 6 | S | 10 | 10 | 60 | 6.0 | 0 | 750 | nc | 550 | 15 | — | 55 |
| **The State Magazine**<br>PO Box 2169<br>Raleigh 27602; (919) 833-5729 | 12 | S | 22 | 22 | 100 | 4.5 | — | 1,140 | nc | 915 | nc | — | 70 |
| **Triad**<br>PO Box 329<br>Greensboro 27402; (919) 273-1758 | 6 | S | 14 | — | 63 | 4.5 | 0 | 865 | nc | 695 | nc | — | 61 |
| **OHIO** | | | | | | | | | | | | | |
| **Akron Beacon Journal's Beacon Magazine**<br>44 E Exchange St.<br>Akron 44328; (216) 375-8571 | 52 | ABC | 216 | 216 | — | — | — | 2,259 | nc | 1,818 | nc | A | — |
| **Cincinnati Queen City Magazine (5/79)**<br>355 Carew Tower<br>Cincinnati 45202; (614) 464-4567 | 12 | PE | 15 | — | — | — | — | 1,015 | nc | 665 | nc | — | — |
| **Cleveland**<br>1621 Euclid Ave.<br>Cleveland 44115; (216) 771-2833 | 12 | ABC | 58 | 50 | 191 | 3.3 | 0 | 1,610 | nc | 1,150 | nc | — | 43 |
| **Cleveland Plain Dealer's Sunday Magazine**<br>1801 Superior Ave.<br>Cleveland 44114; (216) 344-4300 | 52 | ABC | — | 453 | 1,141 | 2.5 | 0 | 4,300 | nb | 3,600 | nb | — | 41 |
| **Columbus Monthly**<br>171 E Livingston Ave.<br>Columbus 43215; (614) 464-4567 | 12 | ABC | 36 | 34 | 116 | 3.2 | 0 | 1,190 | nc | 850 | nc | — | 51 |
| **Dayton, USA**<br>1980 Winter Bank Tower<br>Dayton 45423; (513) 226-1444 | 6 | S | — | 6 | 59 | 6.5 | 0 | 800 | 10 | 600 | 10 | — | 45 |
| **Northern Ohio Business Journal**<br>313 Buckley Bldg.<br>Cleveland 44115; (216) 621-1644 | 26 | S | 22 | 1 | 90 | 4.0 | 0 | — | — | 950 | nb | — | 50 |
| **Ohio Magazine**<br>41 S High St.<br>Columbus 43215; (614) 556-9200 | 12 | ABC | 100 | 98 | — | — | — | 2,305 | nc | 1,845 | nc | — | 58 |
| **The Cincinnati Magazine**<br>20 W Fifth St.<br>Cincinnati 45202; (513) 721-3300 | 12 | S | 25 | 24 | 109 | 4.1 | 0 | 1,145 | 10 | 795 | 10 | — | 54 |
| **OKLAHOMA** | | | | | | | | | | | | | |
| **Oklahoma Monthly Magazine**<br>5500 N Lincoln<br>Oklahoma City 73105; (405) 521-1152 | 12 | PE(A) | — | 35 | 200 | 6.3 | — | 1,285 | 10 | 860 | 10 | — | 45 |

## OKLAHOMA CONTINUED

| | | Circulation | | | Audience | | | Page rates (1x) | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Freq. | Audit source | Rate base (000) | Paid (000) | Total aud. (000) | Readers /copy | Aud. data | 4/C Rate ($) | 4/C Bleed (%) | B/W Rate ($) | B/W Bleed (%) | Split-run editions | % edit pgs |
| **Tulsa Home/Garden**<br>5272 S Louis<br>Tulsa 74105;(918) 747-2529 | 12 | S | 7 | 7 | 28 | 4.0 | 0 | 875 | nc | 625 | nc | — | 50 |

## OREGON

| | Freq. | Audit source | Rate base (000) | Paid (000) | Total aud. (000) | Readers /copy | Aud. data | 4/C Rate ($) | 4/C Bleed (%) | B/W Rate ($) | B/W Bleed (%) | Split-run editions | % edit pgs |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Oregon Magazine**<br>208 SW Stark<br>Portland 97202;(503) 223-0304 | 12 | S(A) | 30 | 32 | 120 | 4.0 | 0 | 1,310 | nc | 890 | nc | — | 66 |
| **The Portland Magazine**<br>824 SW Fifth Ave.<br>Portland 97204;(503) 228-9411 | 12 | S | 8 | 1 | 75 | 9.5 | — | 1,695 | 15 | 995 | 15 | — | 66 |

## PENNSYLVANIA

| | Freq. | Audit source | Rate base (000) | Paid (000) | Total aud. (000) | Readers /copy | Aud. data | 4/C Rate ($) | 4/C Bleed (%) | B/W Rate ($) | B/W Bleed (%) | Split-run editions | % edit pgs |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **County Life**<br>3602 Kutztown Rd.<br>Laureldale<br>Reading 19605;(215) 921-2014 | 12 | PE | 18 | 12 | 30 | 2.7 | 0 | 850 | 10 | 675 | 10 | — | 55 |
| **Pennsylvania Illustrated**<br>PO Box 246<br>S 19 St.<br>Camp Hill 17011;(717) 761-6605 | 6 | S(A) | 105 | 105 | 350 | 2.2 | 0 | 2,740 | 15 | 1,890 | 15 | R | 80 |
| **Pennsylvania's Outdoor People**<br>610 Beatty Rd.<br>Monroeville ;(412) 243-3335 | 12 | S | 70 | 70 | 175 | 2.5 | — | 2,100 | nc | 1,200 | nc | R,S | 50 |
| **Philadelphia Bulletin's Discover**<br>30 & Market St.<br>Philadelphia 19101;(215) 662-7545 | 26 | ABC | — | 649 | — | — | 0 | 6,410 | nc | 5,220 | nc | — | 50 |
| **Philadelphia Inquirer's Today**<br>400 N Broad St.<br>Philadelphia 19101;(215) 854-2405 | 52 | ABC | — | 854 | 1,812 | 2.1 | 0 | 8,310 | nb | 6,900 | nb | — | — |
| **Philadelphia Magazine**<br>1500 Walnut St.<br>Philadelphia 19102;(215) 545-3500 | 12 | ABC | 135 | 137 | 860 | 6.4 | 0 | 3,025 | 10 | 1,995 | 10 | — | 44 |
| **Pittsburgh Magazine**<br>4802 Fifth Ave.<br>Pittsburgh 15213;(412) 622-1360 | 12 | ABC | 50 | 57 | 250 | 4.5 | 0 | 1,330 | nc | 950 | nc | — | 47 |
| **Pittsburgh Press Roto Magazine**<br>PO Box 566<br>Pittsburgh 15230;(412) 263-1100 | 52 | ABC | — | 667 | 1,734 | 2.6 | 0 | 6,220 | — | 5,120 | — | A | 45 |
| **Playbill—Philadelphia/Baltimore**<br>210 N 13 St.<br>Philadelphia 19107;(215) 568-1180;NYC (212) 751-9550 | 12 | S | 205 | — | 451 | 2.2 | 0 | — | — | 3,732 | 15 | — | 39 |
| **The Pittsburgher Magazine**<br>Express House<br>Station Square<br>Pittsburgh 15219;(412) 281-9716 | 12 | S | 23 | 20 | 68 | 3.0 | 0 | 1,040 | nc | 690 | nc | — | 60 |
| **Valley Monthly**<br>131 N 8 St.<br>Allentown 18101;(215) 439-4031 | 12 | S | 15 | 15 | 63 | 4.2 | 0 | 915 | 15 | 660 | 15 | — | 50 |

## SOUTH CAROLINA

| | Freq. | Audit source | Rate base (000) | Paid (000) | Total aud. (000) | Readers /copy | Aud. data | 4/C Rate ($) | 4/C Bleed (%) | B/W Rate ($) | B/W Bleed (%) | Split-run editions | % edit pgs |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Sandlapper**<br>PO Box 1668<br>Columbia 29202;(803) 738-9586 | 12 | S | — | 16 | 106 | 6.6 | 0 | 1,315 | 10 | 650 | 10 | M | 66 |

| | | Circulation | | | Audience | | | Page rates (1x) | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **TENNESSEE** | Freq. | Audit source | Rate base (000) | Paid (000) | Total aud. (000) | Readers /copy | Aud. data | 4/C Rate ($) | 4/C Bleed (%) | B/W Rate ($) | B/W Bleed (%) | Split-run editions | % edit pgs |
| **Memphis**<br>1535 E Brooks Rd.<br>Memphis 38116;(901) 345-8000 | 12 | S | 20 | 20 | — | — | — | 1,075 | nc | 860 | nc | — | — |
| **Nashville!**<br>1 Vantage Way<br>Ste. 238<br>Nashville 37228;(615) 259-4600 | 12 | S(A) | 23 | 23 | 120 | 5.4 | — | 1,145 | 15 | 795 | nc | — | 54 |
| **TEXAS** | | | | | | | | | | | | | |
| **Art Happenings of Houston**<br>PO Box 36202<br>Houston 77036;(713) 784-5560 | 4 | S | 15 | — | 45 | 3.0 | — | — | — | 310 | — | — | |
| **Austin**<br>307 E 2 St.<br>Austin 78701;(512) 476-8654 | 12 | S | 9 | 9 | 60 | 7 | 0 | 580 | nc | 430 | nc | — | 63 |
| **Austin Living**<br>400 E Anderson Lane<br>Ste. 336<br>Austin 78752;(512) 837-3534 | 3 | S(B) | 90 | — | — | — | — | 2,400 | 7 | 1,725 | 9 | — | 33 |
| **D Magazine**<br>1925 San Jacinto<br>Dallas 75201;(214) 748-9166 | 12 | ABC | 58 | 58 | 174 | 3.0 | 0 | 1,995 | 10 | 1,460 | 10 | — | 50 |
| **Dallas Magazine**<br>1507 Pacific Ave.<br>Dallas 75201;(214) 651-1020 | 12 | S | 13 | 9 | — | — | — | 1,345 | nc | 895 | nc | — | 50 |
| **Dallas Morning News' Scene Magazine**<br>Communications Center<br>Dallas 75265;(214) 745-8560 | 52 | ABC | — | 337 | — | — | 0 | 3,110 | nb | 2,560 | nb | — | 40 |
| **Dallas Times Herald's Sunday Magazine**<br>1101 Pacific Ave.<br>Dallas 75202;(214) 744-6335 | 52 | ABC | — | 338 | 1,148 | 3.4 | T,O | 3,120 | nb | 2,560 | nb | M | 28 |
| **Dallas-Ft. Worth Business Journal**<br>11300 N Central Expwy. Ste. 417<br>Dallas 75243;(214) 692-5846 | 52 | S | 12 | 11 | 40 | 3.3 | 0 | — | — | 550 | 10 | — | 60 |
| **Dallas-Ft. Worth Business Quarterly**<br>11300 N Central Expwy. Ste. 417<br>Dallas 75243;(214) 692-5846 | 4 | S | 11 | 9 | 46 | 4.2 | 0 | 1,150 | 10 | 750 | 10 | — | 60 |
| **Dallas-Ft. Worth Home/Garden**<br>2930 Turtle Creek Plaza<br>Dallas 75219;(214) 522-1320 | 12 | (A) | 37 | 37 | 90 | 2.4 | 0 | 1,920 | 10 | 1,300 | 10 | — | 77 |
| **Dallas/Fort Worth Living**<br>3003 LBJ Freeway<br>Ste. 201<br>Dallas 75234;(214) 241-7094 | 6 | S(B) | 90 | — | — | — | — | 2,600 | 6 | 1,925 | 8 | — | 31 |
| **Houston Chronicle's Texas Roto Magazine**<br>801 Texas St.<br>Houston 77002;(713) 220-7171 | 52 | ABC | — | 418 | — | — | — | 3,585 | nc | 2,985 | nc | T | 39 |
| **Houston City Magazine**<br>315 W Alabama<br>Houston 77006;(713) 526-3399 | 12 | S(A) | 40 | 40 | 140 | 3.5 | 0 | 1,800 | 10 | 1,195 | 10 | — | 67 |
| **Houston Living**<br>2627 North Loop W<br>Ste. 120<br>Houston 77008;(713) 868-1541 | 6 | S(B) | 90 | — | — | — | — | 2,600 | 6 | 1,925 | 8 | — | 29 |

## TEXAS CONTINUED

| | Freq. | Circulation: Audit source | Circulation: Rate base (000) | Circulation: Paid (000) | Audience: Total aud. (000) | Audience: Readers /copy | Audience: Aud. data | Page rates (1x): 4/C Rate ($) | Page rates (1x): 4/C Bleed (%) | Page rates (1x): B/W Rate ($) | Page rates (1x): B/W Bleed (%) | Split-run editions | % edit pgs |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Houston Magazine**<br>1100 Milam Bldg.<br>Ste. 2500<br>Houston 77002;(713) 651-1313 | 12 | S | 14 | 13 | 85 | 5.6 | — | 1,490 | 3 | 890 | 5 | — | 45 |
| **Playsure Magazine**<br>3105 FM 1960 W<br>Houston 77068;(713) 440-7256 | 12 | S(B) | 25 | — | 88 | 3.5 | — | 1,010 | 15 | 620 | 15 | — | 40 |
| **SA Magazine (San Antonio)**<br>PO Box 12690<br>San Antonio 78212;(512) 224-1651 | 12 | S(A) | 18 | 16 | 84 | 4.7 | 0 | 1,385 | 10 | 780 | 10 | — | 60 |
| **San Antonio Living**<br>84 NE Loop 410<br>Ste. 256W<br>San Antonio 78216;(512) 349-3870 | 3 | S(B) | 90 | — | — | — | — | 2,400 | 7 | 1,725 | 9 | — | 44 |
| **Texas Business**<br>3003 LBJ Freeway, Ste. 115<br>Dallas 75234;(214) 241-7401 | 12 | ABC | 35 | 33 | 90 | 2.6 | 0 | 1,960 | 10 | 1,395 | 10 | M | 60 |
| **Texas Homes**<br>1925 San Jacinto<br>Dallas 75201;(214) 748-9166 | 6 | ABC | 70 | 70 | 252 | 3.6 | 0 | 2,535 | 10 | 1,690 | 10 | — | 50 |
| **Texas Monthly**<br>PO Box 1569<br>Austin 78767;(512) 476-7085 | 12 | ABC | 240 | 240 | 1,080 | 4.5 | 0(E) | 5,430 | 15 | 3,620 | 15 | — | 45 |
| **Texas Woman**<br>5551 Yale Blvd.<br>Dallas 75206;(214) 369-2410;(212) 682-6131 | 12 | S(A) | 38 | 38 | — | — | 0 | 2,025 | nc | 1,450 | nc | — | 60 |
| **The Texas Fisherman**<br>5314 Bingle Rd.<br>Houston 77092;(713) 688-8811 | 12 | ABC | 80 | 82 | 319 | 3.9 | 0 | 1,083 | nb | 783 | nb | — | 63 |
| **Travelhost**<br>6116 N Central, Ste. 1020<br>Dallas 75206;(214) 691-1163 | 52 | PE | 200 | — | 1,000 | 5.5 | — | 4,500 | nc | 3,000 | nc | R | 40 |

## UTAH

| | Freq. | Circulation: Audit source | Circulation: Rate base (000) | Circulation: Paid (000) | Audience: Total aud. (000) | Audience: Readers /copy | Audience: Aud. data | Page rates (1x): 4/C Rate ($) | Page rates (1x): 4/C Bleed (%) | Page rates (1x): B/W Rate ($) | Page rates (1x): B/W Bleed (%) | Split-run editions | % edit pgs |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Utah Holiday Magazine**<br>246 W First S<br>Salt Lake City 84101;(801) 532-3737 | 12 | S | 14 | 12 | 48 | 3.7 | 0 | 735 | 10 | 545 | nc | — | 46 |

## VIRGINIA

| | Freq. | Circulation: Audit source | Circulation: Rate base (000) | Circulation: Paid (000) | Audience: Total aud. (000) | Audience: Readers /copy | Audience: Aud. data | Page rates (1x): 4/C Rate ($) | Page rates (1x): 4/C Bleed (%) | Page rates (1x): B/W Rate ($) | Page rates (1x): B/W Bleed (%) | Split-run editions | % edit pgs |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Commonwealth, The Magazine of Virginia**<br>611 E Franklin St.<br>Richmond 23219;(804) 643-7491 | 12 | S | 8 | 8 | 22 | 2.8 | — | 655 | nc | 525 | nc | — | 50 |
| **Metro, The Magazine of Southeastern Virginia**<br>PO Box 1995<br>Norfolk 23501;(804) 622-4122 | 12 | S | 20 | 20 | 100 | 5.0 | 0 | 990 | nc | 690 | nc | — | 50 |
| **Richmond Magazine**<br>701 E Franklin<br>Ste. 1100<br>Richmond 23219;(804) 644-1800 | 12 | S | 15 | 15 | 78 | 4.5 | 0 | 820 | nc | 610 | nc | — | 45 |
| **The Roanoker**<br>PO Box 12567<br>Roanoke 24026;(703) 989-6138 | 6 | S | 10 | 9 | 49 | 4.9 | 0 | 725 | nc | 580 | nc | — | 58 |
| **Tidewater Life**<br>47 E Queen's Way<br>Hampton 23665;(804) 722-1966 | 6 | S | 10 | 2 | — | — | — | 725 | nc | 580 | nc | — | — |

|  |  | Circulation |  |  | Audience |  |  | Page rates (1x) |  |  |  |  |  |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
|  |  |  |  |  |  |  |  | 4/C |  | B/W |  |  |  |
| **VIRGINIA** CONTINUED | Freq. | Audit source | Rate base (000) | Paid (000) | Total aud. (000) | Readers /copy | Aud. data | Rate ($) | Bleed (%) | Rate ($) | Bleed (%) | Split-run editions | % edit pgs |
| **Virginia Lifestyle**<br>2720 Enterprise Pkwy<br>Ste 100<br>Richmond 23229; (804) 747-0703 | 12 | S | 16 | 9 | — | — | 0 | 749 | 10 | 524 | 10 | — | 50 |
| **Washington Calendar Magazine**<br>7900 Westpark Dr<br>McLean 22102; (703) 821-2187 | 12 | S | 150 | 3 | 600 | — | 0 | 4,450 | 15 | 2,970 | 15 | A | 55 |
| **WASHINGTON** |  |  |  |  |  |  |  |  |  |  |  |  |  |
| **Pacific Search**<br>715 Harrison<br>Seattle 98109; (206) 682-5044 | 10 | S | — | 41 | 150 | 3.7 | — | 900 | nc | 600 | nc | — | 80 |
| **Seattle Post-Intelligencer's P-I Northwest Magazine**<br>521 Wall St<br>Seattle 98121; (206) 628-8000 | 52 | ABC | — | 239 | 598 | 2.5 | 0 | 2,438 | — | 2,108 | — | — | 40 |
| **Seattle Post-Intelligencer's Sunday Woman (5/79)**<br>521 Wall St<br>Seattle 98121; (206) 628-8000 | 52 | ABC | — | 239 | 598 | 2.5 | — | 25.80* | — | 20.80* | — | — | — |
| **Seattle Times Roto Section**<br>Fairview Ave N & John St<br>Seattle 98111; (206) 464-2441 | 52 | ABC | — | 328 | — | — | 0 | 3,065 | nc | 2,530 | nc | — | — |
| **Spokane Magazine**<br>PO Box 520<br>Spokane 99201; (509) 838-2012 | 12 | PE | 10 | 8 | 35 | 3.5 | — | 675 | nc | 475 | nc | — | 50 |
| **Tacoma News-Tribune's Sunday Magazine**<br>1950 S State St<br>Tacoma 98411; (206) 597-8757 | 52 | ABC | — | 108 | — | — | — | 1,337 | nc | 1,057 | nc | — | — |
| **View of Puget Sound**<br>2314 Third Ave<br>Seattle 98121; (206) 682-3560 | 12 | S | 10 | 10 | 25 | 2.5 | — | 975 | nc | 750 | nc | — | 67 |
| **WISCONSIN** |  |  |  |  |  |  |  |  |  |  |  |  |  |
| **Exclusively Yours, Wisconsin**<br>161 W Wisconsin Ave<br>Milwaukee 53203; (414) 271-4270 | 15 | S | 40 | — | — | — | 0 | 1,475 | nc | 1,180 | nc | — | 26 |
| **Madison**<br>PO Box 1604<br>Madison 53701; (608) 255-9982 | 12 | S | 15 | — | — | — | 0 | 900 | nc | 720 | nc | — | — |
| **Milwaukee Impressions**<br>212 W Wisconsin Ave<br>Milwaukee 53203; (414) 272-6020 | 6 | PE | 30 | — | 120 | 4.0 | 0 | 1,640 | nc | 1,190 | nc | D | 50 |
| **Milwaukee Journal's Insight Magazine**<br>Journal Square<br>Milwaukee 53201; (414) 224-2486 | 52 | ABC | 533 | 533 | — | — | 0 | 5,795 | nb | 4,595 | nb | — | 50 |
| **Wisconsin Sportsman**<br>PO Box 2266<br>Oshkosh 54903; (414) 233-1327 | 6 | S | 49 | 49 | 150 | 3.1 | 0 | 848 | nc | 632 | nc | — | 70 |

| REGIONAL PUBLICATIONS | Freq. | Circulation<br>Audit source | Rate base (000) | Paid (000) | Audience<br>Total aud. (000) | Readers /copy | Aud. data | Page rates (1x)<br>4/C Rate ($) | Bleed (%) | B/W Rate ($) | Bleed (%) | Split-run editions | % edit pgs |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Delaware Valley Business Magazine**<br>611 Delsea Dr.<br>Westville, NJ 08093; (609) 845-4522 | 11 | S | 17 | — | 66 | 4.0 | 0 | 1,058 | nc | 558 | nc | — | 54 |
| **Country Journal, Blair & Ketchum's**<br>Main St.<br>Brattleboro, VT 05301; (802) 257-1321 | 12 | ABC | 200 | 162 | 780 | 3.9 | 0 | 4,948 | 15 | 3,300 | 15 | T | 60 |
| **New West**<br>9665 Wilshire Blvd.<br>Beverly Hills, CA 90212; (213) 273-7516 | 26 | ABC | 290 | 306 | 1,200 | 4.0 | T | 7,495 | 15 | 4,835 | 15 | R | — |
| **Midwest Roto**<br>6501 Mineral Point Rd.<br>Madison, WI 53705; (608) 836-1525 | 12 | S | 650 | 651 | — | — | — | 13,663 | nb | 11,688 | nb | — | 50 |
| **Ranch & Coast**<br>PO Drawer Q<br>Rancho Santa Fe, CA 92067; (714) 756-2413 | 12 | VAC | 18 | | — | — | — | 990 | nc | 795 | nc | — | — |
| **The South**<br>PO Box 2350<br>Tampa, FL 33601; (404) 633-8925 | 12 | BPA | 46 | 10 | 167 | 3.6 | 0 | 2,695 | 13 | 2,295 | 15 | — | 55 |
| **Southern Living**<br>820 Shades Creek Pkwy.<br>Birmingham, AL 35209; (205) 870-4440 | 12 | ABC | 1,600 | 1,633 | 5,445 | 3.3 | — | 19,965 | 10 | 14,115 | 10 | R,S,M | 47 |
| **Southern World (3/79)**<br>PO Box 5038<br>Hilton Head Island, SC 29928; (803) 785-5010 | 6 | S | 100 | — | — | — | — | 2,305 | nc | 1,845 | nc | — | — |
| **Sunset Magazine**<br>80 Willow Rd.<br>Menlo Park, CA 94025; (415) 321-3600 | 12 | ABC | 1,225 | 1,372 | 3,569 | 2.7 | T | 16,131 | 15 | 11,590 | 15 | R,T | 38 |
| **UpCountry**<br>33 Eagle St.<br>Pittsfield, MA 01201; (413) 447-7311 | 12 | ABC | 421 | 421 | 905 | 2.2 | — | 7,880 | nb | 5,155 | nb | — | 60 |
| **Yankee Magazine**<br>Dublin, NH 03444; (603) 563-8111 | 12 | ABC | 750 | 803 | 2,850 | 3.5 | 0 | 7,400 | 5 | 5,550 | 5 | A | 50 |

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Family Circle.

A new issue every three weeks.

# NATIONALLY SYNDICATED SUPPLEMENTS

## NEWSPAPERS CARRYING FAMILY WEEKLY AND THEIR CIRCULATIONS—BY STATE

| State/City<br>Newspaper | 3/31/79<br>Circulation* |
|---|---|
| Alabama | 208,264 |
| Anniston Star | 33,438 |
| Decatur Daily | 24,419 |
| Dothan Eagle | 27,591 |
| Florence-Sheffield-Tuscumbia-Muscle Shoals Times-Tri-Cities Daily | 31,435 |
| Gadsden Times | 30,132 |
| Opelika-Auburn News | 17,236 |
| Selma Times-Journal | 11,250 |
| Tuscaloosa-Northport News | 32,763 |
| | |
| Alaska | 55,323 |
| Anchorage Times | 55,323 |
| | |
| Arizona | 66,309 |
| Flagstaff Sun | 10,300 |
| Mesa Tribune | 26,671 |
| Prescott Courier | 7,952 |
| Yuma Sun | 21,386 |
| | |
| Arkansas | 230,905 |
| El Dorado News-Times | 11,805 |
| Fayetteville Northwest Arkansas Times | 11,644 |
| Fort Smith Southwest-Times Record | 43,452 |
| Hot Springs Sentinel-Record | 19,980 |
| Jonesboro Sun | 21,095 |
| Little Rock Arkansas Democrat | 98,759 |
| Pine Bluff Commercial | 24,170 |
| | |
| California | 1,628,056 |
| Central Diablo Valley Group-Antioch Ledger | 13,314 |
| Central Diablo Valley Group-Concord Transcript | 4,897 |
| Central Diablo Valley Group-Contra Costa Times | 53,699 |
| El Centro/Brawley Imperial Valley Press/News | 14,410 |
| Escondido Times-Advocate | 33,609 |
| Eureka Times-Standard | 23,368 |
| Glendale/Burbank News-Press/Review | 35,099 |
| Hayward/Fremont-Newark/Livermore Review/Argus/Tri-Valley Herald | 72,832 |
| Huntington Park-South Gate-Bell Maywood-Cudahy/Downey Signal/Southeast News | 19,163 |
| Indio News | 10,015 |
| Merced Sun Star | 21,183 |
| Monterey Peninsula-Herald | 31,651 |
| Newport Beach-Costa Mesa Orange Coast Pilot | 45,496 |
| Oceanside Blade-Tribune | 28,687 |
| Ontario-Upland Report | 33,451 |
| Palm Springs Desert Sun | 28,114 |
| Palo Alto-Redwood City Peninsula Times Tribune | 63,845 |
| Pomona Progress-Bulletin | 43,747 |
| Redding Record Searchlight | 31,926 |
| Richmond/Berkeley Independent/Gazette | 48,132 |
| Sacramento Union | 113,351 |
| Salinas Californian | 24,225 |
| San Gabriel Valley Tribune | 70,138 |
| San Joaquin Valley Triangle-Hanford Sentinel | 11,255 |
| San Joaquin Valley Triangle-Tulare Advance-Register | 8,340 |
| San Joaquin Valley Triangle-Visalia Times-Delta | 19,665 |
| San Luis Obispo Telegram-Tribune | 23,368 |
| San Mateo Times & News Leader | 44,614 |
| San Rafael Independent Journal | 47,761 |
| Santa Ana Register | 243,215 |
| Santa Monica Outlook | 38,064 |
| Thousand Oaks News Chronicle | 18,205 |
| Torrance-Redondo Beach-Hermosa Beach-Manhattan Beach/San Pedro South Bay Breeze | 98,103 |
| Vallejo/Martinez Times Herald/News Gazette | 28,578 |
| Van Nuys Valley News & Green Sheet | 108,705 |
| Ventura Star-Free Press | 41,712 |
| Watsonville Register-Pajaronian | 12,152 |
| Whittier News | 19,967 |
| | |
| Colorado | 181,142 |
| Colorado Springs Gazette Telegraph | 80,801 |
| Fort Collins Coloradoan | 19,395 |
| Grand Junction Sentinel | 29,616 |
| Pueblo Star-Journal & Chieftain | 51,330 |
| | |
| Connecticut | 149,148 |
| Danbury News-Times | 40,873 |
| Norwich Bulletin | 39,230 |
| Waterbury Republican | 69,045 |
| | |
| Delaware | 128,959 |
| Dover Delaware State News | 28,459 |
| Wilmington News-Journal | 100,500 |
| | |
| Florida | 587,975 |
| Boca Raton News | 14,130 |
| Bradenton Herald | 30,558 |
| Clearwater Sun | 52,005 |
| Cocoa Today | 76,405 |
| Daytona Beach News-Journal | 76,066 |
| Fort Myers News-Press | 91,475 |
| Fort Pierce News Tribune | 16,684 |
| Fort Walton Beach Playground News | 20,510 |
| Gainesville Sun | 40,171 |
| Hollywood Sun-Tattler | 42,620 |
| Key West Citizen | 9,608 |
| Lakeland Ledger | 46,285 |
| Ocala/Leesburg Star-Banner/Commercial | 41,751 |
| Panama City News-Herald | 29,707 |
| | |
| Georgia | 194,270 |
| Albany Herald | 37,925 |
| Athens Banner-Herald-News | 22,219 |
| Gainesville Times | 23,025 |
| Rome News-Tribune | 21,432 |
| Savannah News | 72,684 |
| Valdosta Times | 16,985 |
| | |
| Idaho | 116,005 |
| Idaho Falls Post-Register | 26,863 |
| Lewiston-Clarkson Tribune | 25,688 |
| Nampa-Caldwell Idaho Free Press/News-Tribune | 18,454 |
| Pocatello Idaho State Journal | 22,312 |
| Twin Falls Times-News | 22,688 |
| | |
| Illinois | 668,634 |
| Alton-East Alton-Wood River Telegraph | 38,355 |

*ABC or certified paid circulation.

| State/City Newspaper | 3/31/79 Circulation* |
|---|---|
| Aurora Beacon-News | 44,615 |
| Belleville News-Democrat | 45,455 |
| Bloomington-Normal Pantagraph | 51,091 |
| Carbondale-Herrin-Murphysboro Southern Illinoisan | 38,909 |
| Centralia-Central City-Wamac Sentinel | 19,111 |
| Champaign-Urbana News-Gazette | 44,674 |
| Danville Commercial News | 33,834 |
| Decatur Herald-Review | 63,225 |
| Elgin Courier-News | 37,796 |
| Joliet Herald-News | 52,557 |
| Kankakee Journal | 35,954 |
| La Salle-Peru-Oglesby-Spring Valley News-Tribune | 20,918 |
| Moline-East Moline Dispatch | 37,875 |
| Quincy Herald-Whig | 33,865 |
| Rock Island Argus | 23,637 |
| Waukegan-North Chicago News-Sun | 46,763 |
| Indiana | 416,337 |
| Anderson Bulletin/Herald | 40,040 |
| Bloomington-Bedford Herald-Times | 41,364 |
| Elkhart Truth | 31,007 |
| Hammond-East Chicago Times | 71,915 |
| Kokomo Tribune | 30,171 |
| Lafayette-West Lafayette Journal & Courier | 37,600 |
| Logansport Pharos-Tribune | 16,585 |
| Marion Chronicle-Tribune | 26,687 |
| Muncie Star | 32,950 |
| New Albany Ledger-Tribune | 11,598 |
| Richmond Palladium-Item | 29,290 |
| Terre Haute Tribune-Star | 47,130 |
| Iowa | 120,997 |
| Council Bluffs Nonpareil | 21,003 |
| Dubuque-East Dubuque Telegraph-Herald | 42,460 |
| Waterloo-Cedar Falls-Evansdale Courier | 57,534 |
| Kansas | 125,189 |
| Hutchinson News | 47,742 |
| Lawrence Journal World | 19,171 |
| Leavenworth Times | 10,139 |
| Pittsburg Sun | 13,163 |
| Salina Journal | 34,974 |
| Kentucky | 53,538 |
| Bowling Green News | 21,326 |
| Owensboro Messenger-Inquirer | 32,212 |
| Louisiana | 124,262 |
| Alexandria-Pineville Town Talk | 38,242 |
| Bogalusa News | 8,865 |
| Lafayette Advertiser | 34,958 |
| Lake Charles American Press | 42,197 |
| Maine | 84,091 |
| Bangor News | 84,091 |
| Maryland | 67,943 |
| Cumberland Times | 36,428 |
| Salisbury Times | 31,515 |
| Massachusetts | 251,440 |
| Brockton Enterprise & Times | 60,391 |
| Fall River Herald News | 41,500 |
| Framingham South Middlesex News | 50,191 |
| Lawrence Eagle Tribune | 51,996 |
| Lowell Sun | 47,362 |
| Michigan | 674,514 |
| Ann Arbor News | 45,547 |
| Battle Creek Enquirer and News | 42,078 |
| Bay City Times | 44,836 |
| Benton Harbor-St. Joseph Herald Palladium | 35,668 |
| Flint Journal | 107,248 |
| Jackson Citizen Patriot | 41,042 |
| Kalamazoo Gazette | 65,315 |
| Lansing-East Lansing State Journal | 81,528 |
| Muskegon Chronicle | 47,627 |
| Pontiac Oakland Press | 71,831 |
| Port Huron Times Herald | 34,539 |
| Saginaw News | 57,255 |
| Minnesota | 63,255 |
| Albert Lea Tribune | 10,626 |
| Mankato/Owatonna Free Press/People's Press | 34,060 |
| Winona News | 18,569 |
| Mississippi | 186,402 |
| Biloxi-Gulfport Sun Herald | 38,464 |
| Columbus Commercial Dispatch | 13,615 |
| Greenville Delta Democrat-Times | 17,893 |
| Hattiesburg American | 25,280 |
| Meridian Star | 25,530 |
| Natchez Democrat | 14,120 |
| Tupelo Journal | 35,766 |
| Vicksburg Post | 15,734 |
| Missouri | 121,526 |
| Cape Girardeau Southeast Missourian | 18,126 |
| Columbia Tribune | 20,998 |
| Jefferson City News & Tribune | 22,300 |
| Joplin Globe | 43,337 |
| Sedalia Democrat-Capital | 16,765 |
| Montana | 44,718 |
| Great Falls Tribune | 44,718 |
| Nebraska | 73,003 |
| Beatrice Sun | 11,076 |
| Grand Island* Independent | 25,438 |
| North Platte Telegraph | 18,096 |
| Scottsbluff Star-Herald | 18,393 |
| Nevada | 130,190 |
| Las Vegas Review-Journal | 83,878 |
| Reno Nevada State Journal | 46,312 |
| New Jersey | 636,582 |
| Asbury Park Press | 131,752 |
| Atlantic City Press | 70,860 |
| Camden Courier-Post | 124,701 |
| New Brunswick Home News | 70,685 |
| Newton Herald | 23,700 |
| Passaic-Clifton/Dover Herald-News/Advance | 75,148 |
| Ridgewood/Paramus News/Post | 25,388 |
| Trenton Times-Advertiser | 88,180 |
| Woodbury Gloucester County Times | 26,168 |
| New Mexico | 99,029 |
| Carlsbad Current-Argus | 8,490 |
| Farmington Times | 16,142 |
| Gallup Independent | 11,320 |
| Hobbs News-Sun | 11,574 |
| Las Cruces Sun-News | 15,443 |
| Roswell Record | 13,724 |
| Santa Fe New Mexican | 22,336 |
| New York | 535,293 |
| Albany/Schenectady Knickerbocker News/Union Star | 46,701 |
| Auburn Citizen | 16,819 |
| Elmira Telegram | 49,455 |
| Jamestown Post-Journal | 30,086 |
| Niagara Falls Gazette | 33,013 |
| Poughkeepsie Journal | 52,400 |
| Saratoga Springs Saratogian | 18,600 |
| Troy Record | 45,894 |
| Utica Observer-Dispatch | 54,495 |
| Westchester/Rockland Group | 187,830 |

*ABC or certified paid circulation

## FAMILY WEEKLY CONTINUED

| State/City Newspaper | 3/31/79 Circulation* |
|---|---|
| North Carolina | 341,982 |
| Burlington Times-News | 27,690 |
| Concord Tribune | 12,366 |
| Durham Herald | 56,393 |
| Fayetteville Observer & Times | 59,000 |
| Gastonia Gazette | 35,611 |
| Goldsboro News-Argus | 22,756 |
| Greenville Reflector | 15,368 |
| High Point Enterprise | 31,900 |
| Rocky Mount Telegram | 15,516 |
| Salisbury-Spencer-East Spencer Post | 24,203 |
| Wilmington Star-News | 41,179 |
| North Dakota | 69,428 |
| Grand Forks-East Grand Forks Herald | 38,020 |
| Minot News | 31,408 |
| Ohio | 597,637 |
| Ashtabula-Conneaut-Geneva-Painesville-Geauga The Sunday Paper | 54,000 |
| Athens Messenger | 16,463 |
| Canton Repository | 80,405 |
| Coshocton Tribune | 9,356 |
| Hamilton Journal-News | 28,333 |
| Ironton Tribune | 9,784 |
| Lima News | 48,317 |
| Lorain Journal | 50,278 |
| Mansfield News-Journal | 51,319 |
| Marion Star | 20,901 |
| Martins Ferry Times Leader | 24,278 |
| Middletown Journal | 27,298 |
| Newark Advocate | 23,522 |
| Sandusky Register | 27,408 |
| Steubenville Herald Star | 23,281 |
| Warren Tribune-Chronicle | 44,500 |
| Willoughby-Mentor News-Herald | 34,963 |
| Zanesville Times Recorder | 23,231 |
| Oklahoma | 92,196 |
| Bartlesville Examiner-Enterprise | 14,748 |
| McAlester News Capital | 12,025 |
| Muskogee Phoenix & Times Democrat | 24,296 |
| Oklahoma City Journal | 41,127 |
| Oregon | 145,524 |
| Coos Bay-North Bend World | 18,261 |
| Klamath Falls Herald & News | 18,595 |
| Medford Mail Tribune | 30,055 |
| Roseburg News-Review | 18,803 |
| Salem Statesman-Journal | 59,810 |
| Pennsylvania | 482,580 |
| Altoona Mirror | 35,030 |
| Beaver-Rochester-Ambridge County Times | 45,275 |
| Bradford Era | 12,906 |
| Chester Delaware County Times | 44,451 |
| Clearfield-Curwensville Progress | 18,554 |
| Easton-Wilson Express | 52,630 |
| Greensburg Tribune-Review | 56,639 |
| Johnstown Tribune-Democrat | 42,694 |
| Lebanon News | 28,978 |
| Norristown Times Herald | 30,981 |
| Pottstown Mercury | 30,123 |
| Scranton Times | 49,885 |
| York Record | 34,434 |
| South Carolina | 125,902 |
| Anderson Independent Mail | 46,734 |
| Florence News | 31,041 |
| Spartanburg Herald-Journal | 48,127 |
| South Dakota | 70,334 |
| Aberdeen American News | 23,760 |
| Huron Plainsman | 14,093 |
| Rapid City Journal | 32,481 |
| Tennessee | 261,402 |
| Bristol Herald-Courier | 37,097 |
| Chattanooga News-Free Press | 78,196 |
| Clarksville Leaf-Chronicle | 18,523 |
| Jackson Sun | 32,840 |
| Johnson City Press-Chronicle | 29,472 |
| Kingsport Times-News | 42,726 |
| Morristown Citizen Tribune | 22,548 |
| Texas | 962,122 |
| Amarillo News-Globe | 74,105 |
| Baytown Sun | 18,500 |
| Bryan-College Station Eagle | 19,754 |
| Corpus Christi Caller | 84,767 |
| Denton Record-Chronicle | 15,023 |
| Freeport Brazosport Facts | 19,087 |
| Galveston News | 27,882 |
| Kilgore News Herald | 6,711 |
| Laredo Times | 19,802 |
| Lubbock Avalanche Journal | 79,354 |
| Lufkin News | 15,350 |
| Midland Reporter-Telegram | 24,100 |
| Odessa American | 41,311 |
| Plainview Herald | 10,305 |
| Port Arthur News | 28,290 |
| Rio Grande Valley Group-Brownsville Herald | 17,962 |
| Rio Grande Valley Group-Harlingen Valley Star | 29,234 |
| Rio Grande Valley Group-McAllen Monitor | 35,112 |
| San Angelo Standard-Times | 43,462 |
| San Antonio Express-News | 182,469 |
| Sherman Democrat | 21,022 |
| Texarkana Gazette | 35,016 |
| Texas City Sun | 11,661 |
| Tyler Courier-Times-Telegraph | 44,751 |
| Waco Tribune-Herald | 57,092 |
| Utah | 90,191 |
| Logan Herald-Journal | 12,150 |
| Ogden Standard-Examiner | 49,120 |
| Provo Herald | 28,921 |
| Vermont | 41,750 |
| Burlington Free Press | 41,750 |
| Virginia | 164,084 |
| Charlottesville Progress | 29,342 |
| Danville Register | 24,119 |
| Lynchburg News | 39,456 |
| Martinsville Bulletin | 18,612 |
| Petersburg Progress-Index | 24,456 |
| Staunton News-Leader | 20,030 |
| Suffolk News-Herald | 8,069 |
| Washington | 244,251 |
| Aberdeen World | 19,466 |
| Bellingham Herald | 24,342 |
| Bremerton Sun | 34,431 |
| Olympia Olympian | 31,447 |
| Pasco-Kennewick-Richland Tri-City Herald | 41,101 |
| Vancouver Columbian | 46,502 |
| Walla Walla Union Bulletin | 16,360 |
| Wenatchee World | 30,602 |
| West Virginia | 185,981 |
| Beckley Post Herald & Raleigh Register | 33,738 |
| Bluefield Telegraph | 36,452 |
| Huntington Herald-Dispatch | 50,464 |
| Morgantown Dominion Post | 24,421 |
| Parkersburg News | 40,906 |

*ABC or certified paid circulation

## FAMILY WEEKLY CONTINUED

| State/City<br>Newspaper | 3/31/79<br>Circulation* |
|---|---|
| Wisconsin | 264,536 |
| Eau Claire Leader-Telegram | 33,636 |
| Fond du Lac Reporter | 22,681 |
| Green Bay Press-Gazette | 69,566 |
| Kenosha News | 32,000 |
| La Crosse Tribune | 36,174 |
| Oshkosh Northwestern | 30,096 |
| Racine Journal Times | 40,383 |
| Wyoming | 65,149 |
| Casper Star-Tribune | 37,786 |
| Cheyenne Wyoming Tribune-Eagle | 20,125 |
| Rock Springs Rocket-Miner | 7,238 |
| Grand total | 12,228,348 |
| Print order exceeds | 13,200,000 |

*ABC or certified paid circulation.

## FAMILY WEEKLY'S RATES BY FULL PAGE AND CPM

(effective September 9, 1979)

| | Open rates ($) | | Special sections ($) | |
|---|---|---|---|---|
| Circ. (000) | 1 pge 4/C | 1 pge B/W | 1 pge 4/C | 1 pge B/W |
| **Regionally** | | | | |
| 1,000-1,499 | 12.14 | 9.68 | — | — |
| 1,500-1,999 | 11.09 | 8.88 | — | — |
| 2,000-2,499 | 10.38 | 8.34 | — | — |
| 2,500-2,999 | 9.54 | 7.65 | — | — |
| 3,000-3,999 | 8.68 | 7.27 | — | — |
| 4,000-4,999 | 8.39 | 7.12 | 7.13† | 6.05† |
| 5,000-5,999 | 8.08 | 6.93 | 6.87† | 5.89† |
| 6,000-7,499 | 7.78 | 6.76 | 6.61† | 5.75† |
| 7,500 + | 7.46 | 6.49 | 6.34† | 5.52† |
| **Nationally** | | | | |
| 12,200 | 6.21 | 5.46 | 4.97‡ | 4.37‡ |

†15% discount. ‡ 20% discount.

## NEWSPAPERS CARRYING PARADE AND THEIR CIRCULATIONS—BY TARGET GROUP

| Target group/<br>Newspaper | 3/31/79<br>circulation* |
|---|---|
| Target group #1 | 5,759,821 |
| Albany Times-Union | 150,036 |
| Allentown Call-Chronicle | 158,711 |
| Baltimore News-American | 231,225 |
| Bergen County (NJ) Record | 216,020 |
| Binghamton Press | 82,985 |
| Boston Globe | 693,679 |
| Bridgeport Post | 92,621 |
| Buffalo Courier-Express | 257,219 |
| Erie Times-News | 91,937 |
| Harrisburg Patriot-News | 155,997 |
| Hartford Courant | 288,186 |
| Lancaster News | 132,576 |
| Manchester (NH) News | 66,199 |
| Middletown Record | 66,759 |
| Newark Star-Ledger | 571,665 |
| New Bedford/Cape Cod Standard Times | 85,954 |
| New Haven Register | 141,180 |
| Philadelphia Bulletin | 560,188 |
| Portland (ME) Telegram | 115,392 |
| Reading Eagle | 100,394 |
| Scranton Scrantonian | 50,336 |
| Springfield (MA) Republican | 144,726 |
| Staten Island Advance | 80,589 |
| Syracuse Herald-American | 235,592 |
| Washington Post | 822,133 |
| Wilkes-Barre Independent | 58,841 |
| Worcester Telegram | 108,681 |
| Target group #2 | 3,984,475 |
| Asheville Citizen-Times | 69,270 |
| Augusta Chronicle-Herald | 80,173 |
| Birmingham News | 212,724 |
| Charleston (SC) News & Courier | 97,215 |
| Charlotte Observer | 238,627 |
| Chattanooga Times | 57,680 |
| Columbus (GA) Ledger-Enquirer | 68,942 |
| Fort Lauderdale News & Sun-Sentinel | 178,135 |
| Greensboro Daily News | 111,905 |
| Greenville News-Piedmont | 106,017 |
| Huntsville Times | 56,863 |
| Jackson (MS) Clarion-Ledger & Daily News | 115,772 |
| Jacksonville Florida Times-Union & Jacksonville Journal | 198,440 |
| Knoxville News-Sentinel | 158,740 |
| Macon Telegraph & News | 87,439 |
| Mobile/Pascagoula Press Register | 119,077 |
| Montgomery Advertiser & Alabama Journal | 74,924 |
| Nashville Tennessean | 236,713 |
| Newport News Hampton, Daily Press | 100,072 |
| Norfolk Virginian-Pilot | 199,920 |
| Orlando Sentinel Star | 231,243 |
| Pensacola News-Journal | 71,335 |
| Richmond Times-Dispatch | 216,250 |
| Roanoke Times | 116,033 |
| St. Petersburg Times | 270,926 |
| Tallahassee Democrat | 55,058 |
| Tampa Tribune and Times | 228,260 |
| West Palm Beach Post-Times | 131,820 |
| Winston-Salem Journal & Sentinel | 94,902 |
| Target group #3 | 3,665,531 |
| Albuquerque Journal | 123,528 |
| Austin American-Statesman | 136,474 |
| Baton Rouge Advocate | 111,481 |
| Beaumont Enterprise-Journal | 79,223 |
| Colorado Springs Sun | 24,688 |
| Dallas Times Herald | 339,787 |
| Denver Rocky Mountain News | 285,109 |
| El Paso Times | 89,855 |
| Fort Worth Star-Telegram | 249,852 |

*ABC or certified paid circulation

## PARADE CONTINUED

| Target group/<br>Newspaper | 3/31/79<br>circulation* |
|---|---|
| Houston Post | 380,159 |
| Little Rock Arkansas Gazette | 160,911 |
| Monroe World | 50,712 |
| Oklahoma City Oklahoman | 289,126 |
| St. Joseph News Press | 51,306 |
| St. Louis Post-Dispatch | 436,930 |
| San Antonio Light | 186,129 |
| Shreveport Times | 126,214 |
| Springfield (MO) News & Leader | 85,553 |
| Topeka Capital-Journal | 74,212 |
| Tulsa World | 208,808 |
| Wichita Eagle & Beacon | 175,474 |
| Target group #4 | 4,756,160 |
| Akron Beacon Journal | 217,991 |
| Appleton (WI) Post-Crescent | 58,748 |
| Cedar Rapids Gazette | 76,856 |
| Charleston (WV) Gazette-Mail | 106,822 |
| Chicago Sun-Times | 720,201 |
| Davenport Quad-City Times | 81,625 |
| Dayton Daily News | 219,702 |
| Detroit Free Press | 705,398 |
| Duluth News-Tribune | 82,700 |
| Evansville Courier & Press | 117,967 |
| Fargo Forum | 61,905 |
| Fort Wayne, Journal-Gazette | 103,421 |
| Gary (IN) Post-Tribune | 85,587 |
| Grand Rapids Press | 137,093 |
| Lexington (KY) Herald-Leader | 104,819 |
| Lincoln Journal & Star | 70,675 |
| Madison Wisconsin State Journal | 127,598 |
| Peoria Journal-Star | 119,937 |
| Pittsburgh Press | 666,907 |
| Rockford Register Star | 83,086 |
| St. Paul Pioneer Press | 244,719 |
| Sioux City Journal | 50,357 |
| Sioux Falls Argus-Leader | 54,380 |
| South Bend Tribune | 126,646 |
| Springfield (IL) State Journal-Register | 74,263 |
| Springfield (OH) News-Sun | 43,645 |
| Wheeling News-Register | 62,736 |
| Youngstown Vindicator | 150,376 |
| Target group #5 | 3,351,310 |
| Bakersfield Californian | 73,520 |
| Boise Idaho Statesman | 70,502 |
| Eugene Register-Guard | 67,148 |
| Fresno Bee | 148,705 |
| Honolulu Star-Bulletin & Advertiser | 204,589 |
| Las Vegas Sun | 46,556 |
| Long Beach Independent Press-Telegram | 134,146 |
| Modesto Bee | 68,092 |
| Oakland Tribune | 187,423 |
| Pasadena Star-News | 48,962 |
| Portland Oregonian | 415,358 |
| Riverside Press-Enterprise | 106,862 |
| Sacramento Bee | 209,469 |
| Salt Lake Tribune | 179,549 |
| San Bernadino Sun-Telegram | 88,778 |
| San Diego Union | 335,943 |
| San Jose Mercury-News | 261,660 |
| Santa Barbara News-Press | 51,907 |
| Santa Rosa Press Democrat | 66,349 |
| Seattle Post-Intelligencer | 231,367 |
| Spokane Spokesman-Review | 120,492 |
| Stockton Record | 56,771 |
| Tucson Star | 133,640 |
| Yakima Herald-Republic | 43,522 |
| Total circulation | 21,517,297 |

## PARADE'S TARGET NETWORK RATES BY CPM

(effective September 9, 1979)

| Size | Lines | Rates ($)<br>4/C | <br>2/C | <br>B/W |
|---|---|---|---|---|
| Inside page | 850 | 8.95 | 8.07 | 7.29 |
| 3/4 page | 638 | 7.43 | 6.48 | 5.55 |
| 7/10 page | 595 | 7.02 | 6.09 | 5.19 |
| 3/5 page | 510 | 6.15 | 5.34 | 4.44 |
| 1/2 page | 425 | 5.34 | 4.54 | 3.72 |
| 2/5 page | 340 | 4.49 | 3.78 | 3.02 |

Parade's Target Networks are available for advertisers who wish to purchase less than Parade's full list of distributing newspapers.

## NEWSPAPERS CARRYING METRO'S SUNDAY AND THEIR CIRCULATIONS

| City/<br>Newspaper | 3/31/79<br>circulation* |
|---|---|
| Akron Beacon Journal | 217,991 |
| Atlanta Journal & Constitution | 514,561 |
| Baltimore Sun | 365,894 |
| Boston Globe | 693,679 |
| Buffalo Courier Express | 257,219 |
| Buffalo News | 156,600 |
| Chicago Sun-Times | 720,201 |
| Chicago Tribune | 1,157,870 |
| Cincinnati Enquirer | 289,575 |
| Cleveland Plain Dealer | 452,808 |
| Columbus Dispatch | 343,589 |
| Dallas Morning News | 345,618 |
| Dallas Times Herald | 339,787 |
| Denver Post | 357,047 |
| Des Moines Register | 406,842 |
| Detroit Free Press | 705,398 |
| Detroit News | 828,052 |
| Hartford Courant | 288,186 |
| Houston Chronicle | 426,685 |
| Indianapolis Star | 355,622 |
| Kansas City Star | 408,007 |
| Louisville Courier-Journal & Times | 335,604 |
| Memphis Commercial Appeal | 287,999 |
| Miami Herald | 573,879 |
| Milwaukee Journal | 532,638 |
| Minneapolis Tribune | 608,550 |
| New Orleans Times-Picayune | 321,543 |
| New York News (Full Run) | 2,328,479 |
| New York News (City and Suburban) | 1,982,745 |
| Omaha World-Herald | 278,541 |

*ABC or certified paid circulation

## SUNDAY CONTINUED

| City/ Newspaper | 3/31/79 circulation* |
|---|---|
| Philadelphia Bulletin | 560,188 |
| Philadelphia Inquirer | 848,592 |
| Phoenix Arizona Republic | 393,396 |
| Pittsburgh Press | 666,907 |
| Providence Journal | 224,305 |
| Rochester Democrat & Chronicle | 231,684 |
| St. Louis Globe-Democrat | 270,036 |
| St. Louis Post-Dispatch | 436,930 |
| San Jose Mercury-News | 261,660 |
| Seattle Times | 348,333 |
| Syracuse Herald American/Post-Standard | 235,592 |
| Toledo Blade | 208,867 |
| Washington Post | 822,133 |
| Washington Star | 316,608 |
| Total 43 Papers (N.Y. News Full Run) | 20,723,695 |
| Total 36 Papers | |
| Max. Circ. in 2-Paper Cities N.Y. News (Full Run) | 17,654,877 |
| Max. Circ. in 2-Paper Cities N.Y. News (City & Suburban) | 17,309,143 |
| Selectives: | |
| Newport News-Hampton Press | 100,072 |
| Orlando Sentinel Star | 231,243 |
| St. Petersburg Times | 270,926 |

| City/ Newspaper | 3/31/79 circulation* |
|---|---|
| Salt Lake City Tribune | 179,549 |
| Spokane Spokesman Review | 120,492 |
| Tacoma News Tribune | 107,990 |
| Total 49 Papers (N.Y. News Full Run) | 21,733,967 |

*Based upon 3/31/79 publisher's statements to ABC.

## SUNDAY'S RATES

(effective January 1, 1979)

| Buys | 3/31/79 circulation* | Page rate ($) 4/C | Page rate ($) B/W |
|---|---|---|---|
| 49 papers—43 cities (N.Y. News full run) | 21,733,967 | 170,574 | 140,212 |
| 43 papers—35 cities (N.Y. News full run) | 20,723,695 | 162,708 | 134,148 |
| 36 papers—36 cities (max. circ.—N.Y. News full run) | 17,654,877 | 137,949 | 113,643 |
| 36 papers—36 cities (Max. circ.—N.Y. News C&S) | 17,309,143 | 136,322 | 112,198 |

*Based upon 3/31/79 publisher's statements to ABC.

# SPECIAL INTEREST SUPPLEMENTS

Two new special interest weekend magazines are All In Style and Travel Illustrated.

Purchased last March by East/West Network, All in Style began distribution through Sunday newspapers to top demographic homes in 11 cities with its September, 1979 issue. Travel Illustrated is a new travel supplement to be distributed with 11 Sunday newspapers beginning in October.

To contact these publications, consult our Magazine Directory (section 2).

## ALL IN STYLE

| Newspaper | Circulation |
|---|---|
| Atlanta Constitution | 50,000 |
| Boston Globe | 100,000 |
| Chicago Tribune | 250,000 |
| Dallas Times-Herald | 75,000 |
| Detroit News | 75,000 |
| Houston Post | 100,000 |
| Los Angeles Times | 250,000 |
| Miami Herald | 50,000 |
| Philadelphia Inquirer | 100,000 |
| San Francisco Chronicle | 50,000 |
| Washington Post | 100,000 |
| Total | 1,200,000 |

### RATES/CPM

| | Page rate ($) | CPM ($) |
|---|---|---|
| 4/Color | 19,200 | 16.00 |
| B/W | 14,405 | 12.00 |

Frequency discounts: 3x - 5%; 6x - 10%; 10x - 20%.

## TRAVEL ILLUSTRATED

| Newspaper | Circulation |
|---|---|
| Boston Globe | 110,000 |
| Chicago Tribune | 175,000 |
| Dallas Times Herald | 144,000 |
| Houston Chronicle | 133,000 |
| Los Angeles Times | 175,000 |
| Miami Herald | 100,000 |
| New York Sunday News | 185,000 |
| Philadelphia Inquirer | 133,000 |
| San Jose Mercury News | 100,000 |
| Seattle Times | 75,000 |
| Washington Post | 170,000 |
| Total | 1,500,000 |

### RATES/CPM

| | Page rate ($) | CPM ($) |
|---|---|---|
| 4/Color | 19,715 | 13.14 |
| B/W | 14,435 | 9.52 |

# MEDIA NETWORKS, INC.

MEDIA Networks, Inc. offers a national magazine buy on a local market basis. MNI publishes full page sections of advertising each month in preprinted units bound by the participating magazines into subscription copies on a ZIP code basis. The preprinted section then reaches the local market as an integral part of the magazine.

Following are nine networks and the magazines and markets that comprise them plus their circulations and costs. The markets are defined as the local MNI area. Circulation figures are the combined circulation of one issue of each magazine during one month. Figures are effective January, 1979. A rate increase of approximately 9% goes into effect in January, 1980. For further details, contact Media Networks, Inc., 600 Third Ave., New York, NY 10016, (212) 661-4800.

## NEWS NETWORK

**Newsweek**
**Sports Illustrated**
**Time**
**U.S. News & World Report**

| Market | Circulation | Page rates (1x) 4/C | Page rates (1x) B/W |
|---|---|---|---|
| Akron/Canton | 66.200 | $3.215 | $2.295 |
| Albany | 54,300 | 2.935 | 2,095 |
| Albuquerque | 58,494 | 2.935 | 2,095 |
| Allentown | 44,442 | 2.795 | 1,995 |
| Anchorage | 29,148 | 2.795 | 1,995 |
| Ashvl/Greenv/Sptbg. | 46,416 | 2.795 | 1,995 |
| Austin | 33,298 | 2.795 | 1,995 |
| Billings | 48,061 | 2.795 | 1,995 |
| Birmingham | 66,135 | 3,215 | 2,295 |
| Bismarck | 36,877 | 2.795 | 1,995 |
| Boise | 42,845 | 2.795 | 1,995 |
| Buffalo | 69,617 | 3.635 | 2,595 |
| Burlington, VT | 41,521 | 2,795 | 1,995 |
| Charleston, WV | 62,921 | 2.995 | 2,195 |
| Charlotte | 54,112 | 2.935 | 2,095 |
| Cheyenne | 25,190 | 2.795 | 1,995 |
| Cincinnati | 88,414 | 4.195 | 2,995 |
| Columbia, SC | 57,967 | 2.935 | 2,095 |
| Columbus, Ohio | 82,580 | 4.195 | 2,995 |
| Dallas/Ft. Worth | 128,399 | 5.995 | 4,595 |
| Dayton | 56,504 | 2.935 | 2,095 |
| Denver | 123,204 | 5,595 | 3,995 |
| Des Moines | 40,964 | 2,795 | 1,995 |
| Erie/Jamestown | 22,795 | 2,795 | 1,995 |
| Flint/Saginaw/Bay City | 45,535 | 2,795 | 1,995 |
| Fresno | 39,297 | 2,795 | 1,995 |
| Grand Rapids | 47,493 | 2,795 | 1,995 |
| Green Bay | 38,496 | 2,795 | 1,995 |
| Hrsbg/Lanc/York | 72,667 | 3.495 | 2.495 |
| Hartford | 67,577 | 3,355 | 2,395 |
| Honolulu | 58,504 | 2.995 | 2,195 |
| Indianapolis | 68,155 | 3,355 | 2,395 |
| Jackson, MS | 47,229 | 2,795 | 1,995 |
| Jacksonville/Orlando | 104,618 | 5,175 | 3.695 |
| Kalamazoo | 39,441 | 2,795 | 1,995 |
| Kansas City | 85,319 | 4,195 | 2,995 |
| Knoxville | 44,717 | 2,795 | 1,995 |
| Lansing | 48,567 | 2,795 | 1,995 |
| Las Vegas/Reno | 33,296 | 2,795 | 1,995 |
| Little Rock | 51,097 | 2,935 | 2,095 |
| Louisville | 47,467 | 2,795 | 1,995 |
| Madison | 41,999 | 2,795 | 1,995 |
| Manchester, NH | 57,741 | 2,935 | 2,095 |
| Memphis | 40,979 | 2,795 | 1,995 |
| Miami/Ft. Lauderdale | 140,417 | 6.295 | 4.495 |
| Milwaukee | 104,628 | 5.315 | 3.795 |
| Minneapolis/St. Paul | 162,308 | 6,795 | 4.995 |
| Mobile/Montgomery | 43,761 | 2,795 | 1,995 |
| Nashville | 44,764 | 2,795 | 1,995 |
| New Haven | 62,629 | 2,995 | 2,195 |
| New Orleans | 64,166 | 2,995 | 2,195 |
| Norfolk/Tidewater | 48,835 | 2,795 | 1,995 |
| Omaha | 70,230 | 3,495 | 2,495 |
| Peoria | 35,637 | 2,795 | 1,995 |
| Phoenix | 120,746 | 5,595 | 3,995 |
| Portland, ME | 59,146 | 2,935 | 2,095 |
| Portland, OR | 94,026 | 4,615 | 3,295 |
| Poughkeepsie | 35,974 | 2,795 | 1,995 |
| Providence | 53,889 | 2,935 | 2,095 |
| Raleigh/Durham | 58,511 | 2,935 | 2,095 |
| Richmond | 44,748 | 2,795 | 1,995 |
| Roanoke | 46,630 | 2,795 | 1,995 |
| Sacramento | 67,309 | 3,215 | 2,295 |
| Salt Lake City | 51,454 | 2,935 | 2,095 |
| San Antonio | 47,997 | 2,795 | 1,995 |
| S. Bern/Rvsd/Palm Sp. | 47,110 | 2,795 | 1,995 |
| San Diego | 112,367 | 5,315 | 3,795 |
| Scranton/Wilkes Barre | 51,300 | 2,935 | 2,095 |
| Sioux Falls | 39,650 | 2,795 | 1,995 |
| South Bend/Ft. Wayne | 47,082 | 2,795 | 1,995 |
| Springfield, MA | 49,438 | 2,795 | 1,995 |
| Syracuse | 45,915 | 2,795 | 1,995 |
| Tallahassee/Pensacola | 30,918 | 2,795 | 1,995 |
| Toledo | 46,983 | 2,795 | 1,995 |
| Tulsa/Oklahoma City | 101,202 | 5,175 | 3,695 |
| Wilmington | 37,923 | 2,795 | 1,995 |
| Winston-Salem/Greensboro | 43,778 | 2,795 | 1,995 |
| Worcester | 36,371 | 2,795 | 1,995 |

## EXECUTIVE NETWORK

**Business Week**
**Dun's Review**
**Nation's Business**
**U.S. News & World Report**

| Market | Circulation | Page rates (1x) |
|---|---|---|
| Chicago | 143,529 | $5,695 |
| Los Angeles | 182,801 | 6,795 |
| New York | 213,296 | 7,995 |
| San Francisco | 115,506 | 4,495 |

# The cash register of Nettie's speaks to the computers of Needham.

PEAC
Y ME!
YOU'R
GOOD LUCK
BREAK A LEG
T WELL SO
LOVE
GET WELL SOON
I LOVE YOU
RIN AND BEAR IT

(Frank Kirtien Jr. Vice President of Nettie's Flower Garden, "wreathed in smiles.")

"Contrary to popular belief, life in the flower business is no bed of roses.

"It's a jungle out there.

"And although, as Vice-President of the largest flower business in St. Louis, I'm an expert on the likes of Floridian gladioli, Dutch parrot tulips and South American carnations, what I used to know about media buying did not amount to a hill of beans.

"So, like my competition, I depended on radio, local newspapers and the inevitable neighborhood grapevine.

"But as my business began to branch out from corsages to conventions, bouquets to banquets, I wanted a media buy that would reach more successful businessmen without nipping too far into my advertising budget.

"Then last year, my advertising agency—Harris McKenna Meng—told me about MNI.

"Magazine Networks, they said, is an inexpensive way to buy national upscale magazines in compatible local groups. With networks you can choose demographically, geographically, even psychographically. In markets as local and diverse as Beverly Hills, Brooklyn, Kansas City and Kalamazoo.

"So in the past year, ads for Nettie's appeared in magazines like Better Homes and Gardens, House & Garden and House Beautiful.

"And our business has grown bigger than ever, while—unfortunately—the flower industry in general has wilted slightly. If there's a smell sweeter than roses, it's success."

If you want to find out more about Magazine Networks and how it can be used for heavy-ups, test-marketing or special promotions, call Bonnie Axthelm at (212) 661-4800.

**There's a lesson to be learned from a man who buys media with his own money.**

MNi

© 1977 Media Networks Inc. 600 Third Ave. New York, New York 10016

## BUSINESS NETWORK

**Business Week**
**Dun's Review**
**Money**
**Nation's Business**
**Newsweek**
**Sports Illustrated**
**Time**
**U.S. News & World Report**

| Market | Circulation | Page rates(1x) |
|---|---|---|
| Atlanta | 144,622 | $5,395 |
| Baltimore | 131,216 | 4,995 |
| Birmingham | 87,063 | 3,895 |
| Boston | 254,582 | 8,395 |
| Chicago | 248,932 | 8,695 |
| Cincinnati | 112,013 | 4,295 |
| Cleveland | 148,273 | 5,395 |
| Dallas/Ft. Worth | 171,223 | 6,295 |
| Denver | 152,845 | 5,395 |
| Detroit | 252,630 | 7,795 |
| Hartford | 84,448 | 3,795 |
| Houston | 173,097 | 5,995 |
| Indianapolis | 86,675 | 3,895 |
| Los Angeles | 275,761 | 8,995 |
| Minneapolis/St. Paul | 202,118 | 6,995 |
| New York | 321,296 | 9,995 |
| Philadelphia | 260,120 | 7,995 |
| Pittsburgh | 180,530 | 6,495 |
| Rochester | 79,514 | 3,595 |
| St. Louis | 149,233 | 5,395 |
| San Francisco | 160,756 | 5,995 |
| Seattle | 169,670 | 5,995 |
| Tampa/St. Pete./Lakeland | 137,747 | 5,395 |
| Washington, DC | 289,577 | 9,195 |

## MENS NETWORK

**Esquire**
**Gentleman's Quarterly**
**Playboy**
**Sports Illustrated**

| Market | Circulation | Page rates(1x) | |
|---|---|---|---|
| | | 4/C | B/W |
| Atlanta | 47,694 | 2,795 | 1,995 |
| Baltimore | 45,834 | 2,795 | 1,995 |
| Boston | 64,794 | 2,995 | 2,195 |
| Chicago | 273,000 | 7,795 | 4,795 |
| Cleveland | 49,912 | 2,795 | 1,995 |
| Dallas/Ft. Worth | 56,297 | 2,935 | 2,095 |
| Denver | 49,080 | 2,795 | 1,995 |
| Detroit | 101,276 | 3,775 | 2,695 |
| Houston | 56,271 | 2,935 | 2,095 |
| Indianapolis | 49,980 | 2,795 | 1,995 |
| Kansas City | 36,639 | 2,795 | 1,995 |
| Los Angeles | 487,100 | 10,595 | 6,695 |
| Miami/Ft. Lauderdale | 58,205 | 2,935 | 2,095 |
| Minneapolis/St. Paul | 57,853 | 2,935 | 2,095 |
| New Orleans | 34,708 | 2,795 | 1,995 |
| New York | 585,000 | 13,795 | 8,795 |
| Philadelphia | 105,409 | 3,915 | 2,795 |
| Phoenix | 45,100 | 2,795 | 1,995 |
| Pittsburgh | 64,241 | 2,995 | 2,195 |
| St. Louis | 37,319 | 2,795 | 1,995 |
| San Francisco | 308,500 | 7,595 | 4,695 |
| Seattle | 60,110 | 2,795 | 1,995 |
| Tampa/St. Petersburg | 34,852 | 2,795 | 1,995 |
| Washington, DC | 100,431 | 3,775 | 2,695 |

## SUBURBAN NETWORK

**Newsweek**
**New York**
**Sports Illustrated**
**Time**
**U.S. News & World Report.**

| Market | Circulation | Page rates(1x) | |
|---|---|---|---|
| | | 4/C | B/W |
| Boston | | | |
| Boston North | 59,544 | 2,935 | 2,095 |
| Boston South | 46,536 | 2,795 | 1,995 |
| Boston West | 23,228 | 2,650 | 1,895 |
| Chicago | | | |
| Chicago North | 104,632 | 4,995 | 3,695 |
| Chicago South | 84,465 | 3,995 | 2,895 |
| Chicago West | 63,642 | 2,995 | 2,195 |
| Detroit | | | |
| Detroit Northwest | 93,940 | 4,475 | 3,195 |
| Los Angeles | | | |
| Beverly Hills | 76,454 | 3,915 | 2,795 |
| Long Beach | 78,104 | 3,915 | 2,795 |
| Orange County | 99,206 | 4,615 | 3,295 |
| Pasadena/Glendale | 45,206 | 2,795 | 1,995 |
| San Fernando Valley | 80,663 | 3,995 | 2,895 |
| San Gabriel Valley | 52,817 | 2,935 | 2,095 |
| Santa Barbara | 33,226 | 2,795 | 1,995 |
| New York | | | |
| Bergen/Passaic | 77,712 | 3,995 | 2,895 |
| Essex County | 107,586 | 4,895 | 3,495 |
| Fairfield County | 63,849 | 2,995 | 2,195 |
| Middlesex/Somerset | 40,639 | 2,795 | 1,995 |
| Monmouth/Ocean | 39,244 | 2,795 | 1,995 |
| Morris/Warren | 44,682 | 2,795 | 1,995 |
| Nassau County | 85,693 | 4,475 | 3,195 |
| Suffolk & Eastern Nassau | 81,987 | 3,995 | 2,895 |
| Westchester County | 92,329 | 4,615 | 3,295 |
| Philadelphia | | | |
| Camden/Cherry Hill | 55,386 | 2,935 | 2,095 |
| Philadelphia Northwest | 61,470 | 2,935 | 2,095 |
| San Diego | | | |
| San Diego County | 55,676 | 2,935 | 2,095 |
| San Francisco | | | |
| Marin/Sonoma | 41,491 | 2,795 | 1,995 |
| Palo Alto/Santa Clara/San Jose | 78,519 | 3,355 | 2,395 |
| San Mateo County | 60,463 | 2,935 | 2,095 |
| Washington, D.C. | | | |
| Northern Virginia | 109,016 | 5,315 | 3,795 |

## SPECIAL INTEREST NETWORK

**Boating**
**Golf Digest**
**Popular Photography**
**Skiing**
**Stereo Review**
**Tennis**

| Market | Circulation | Page rates(1x) | |
|---|---|---|---|
| | | 4/C | B/W |
| Chicago | 95,820 | $3,775 | $2,695 |
| Los Angeles | 138,056 | 4,995 | 3,595 |
| Miami/Ft. Lauderdale | 42,002 | 2,515 | 1,795 |
| New York | 223,219 | 7,415 | 5,295 |
| San Francisco | 85,076 | 3,355 | 2,395 |

Includes Skiing, which is not published April through August.

## OPINION NETWORK

**Atlantic**
**Esquire**
**Harper's**
**New York**
**Psychology Today**
**Saturday Review**

| Market | Circulation | Page rates (1x) |
|---|---|---|
| Atlanta | 28,328 | $1,995 |
| Baltimore | 22,469 | 1,995 |
| Boston | 55,639 | 2,595 |
| Chicago | 112,249 | 3,795 |
| Cleveland | 29,884 | 1,995 |
| Dallas/Ft. Worth | 30,001 | 1,995 |
| Detroit | 60,389 | 2,695 |
| Houston | 31,386 | 1,995 |
| Los Angeles | 139,469 | 4,495 |
| Miami/Ft. Lauderdale | 38,437 | 1,995 |
| Minneapolis/St. Paul | 37,339 | 1,995 |
| New York | 219,002 | 6,995 |
| Philadelphia | 61,021 | 2,695 |
| Pittsburgh | 37,339 | 1,995 |
| St. Louis | 26,400 | 1,995 |
| San Francisco | 105,621 | 3,795 |
| Washington, DC | 79,831 | 2,995 |

## HOME NETWORK

**Better Homes and Gardens**
**House Beautiful**
**House & Garden**

| Market | Circulation | Page rates (1x) |
|---|---|---|
| Atlanta | 39,634 | $1,995 |
| Boston | 90,005 | 2,695 |

## HOME NETWORK CONTINUED

| Market | Circulation | Page rates (1x) |
|---|---|---|
| Chicago | 105,562 | 3,395 |
| Cleveland | 84,313 | 2,695 |
| Dallas/Ft. Worth | 82,599 | 2,695 |
| Detroit | 135,445 | 3,895 |
| Houston | 62,139 | 2,395 |
| Los Angeles | 164,944 | 4,695 |
| Miami/Ft. Lauderdale | 40,505 | 1,995 |
| Minneapolis/St. Paul | 31,680 | 1,995 |
| New York | 227,208 | 5,995 |
| Philadelphia | 94,282 | 2,895 |
| St. Louis | 63,422 | 2,395 |
| San Francisco | 131,248 | 3,795 |
| Seattle | 49,016 | 1,995 |
| Washington, DC | 116,148 | 3,495 |

## CITY NETWORK

**Newsweek**
**New York**
**Sports Illustrated**
**Time**

| Market | Circulation | Page rates (1x) | |
|---|---|---|---|
| | | 4/C | B/W |
| City of Los Angeles | 92,960 | 4,615 | 3,295 |
| City of San Francisco | 45,250 | 2,795 | 1,995 |
| City of Chicago | 105,700 | 5,315 | 3,795 |
| City of New York | 315,022 | 13,995 | 9,995 |
| Bronx | 38,270 | 2,795 | 1,995 |
| Brooklyn | 83,381 | 3,995 | 2,895 |
| Manhattan | 108,000 | 5,595 | 3,995 |
| Queens | 85,371 | 4,195 | 2,995 |

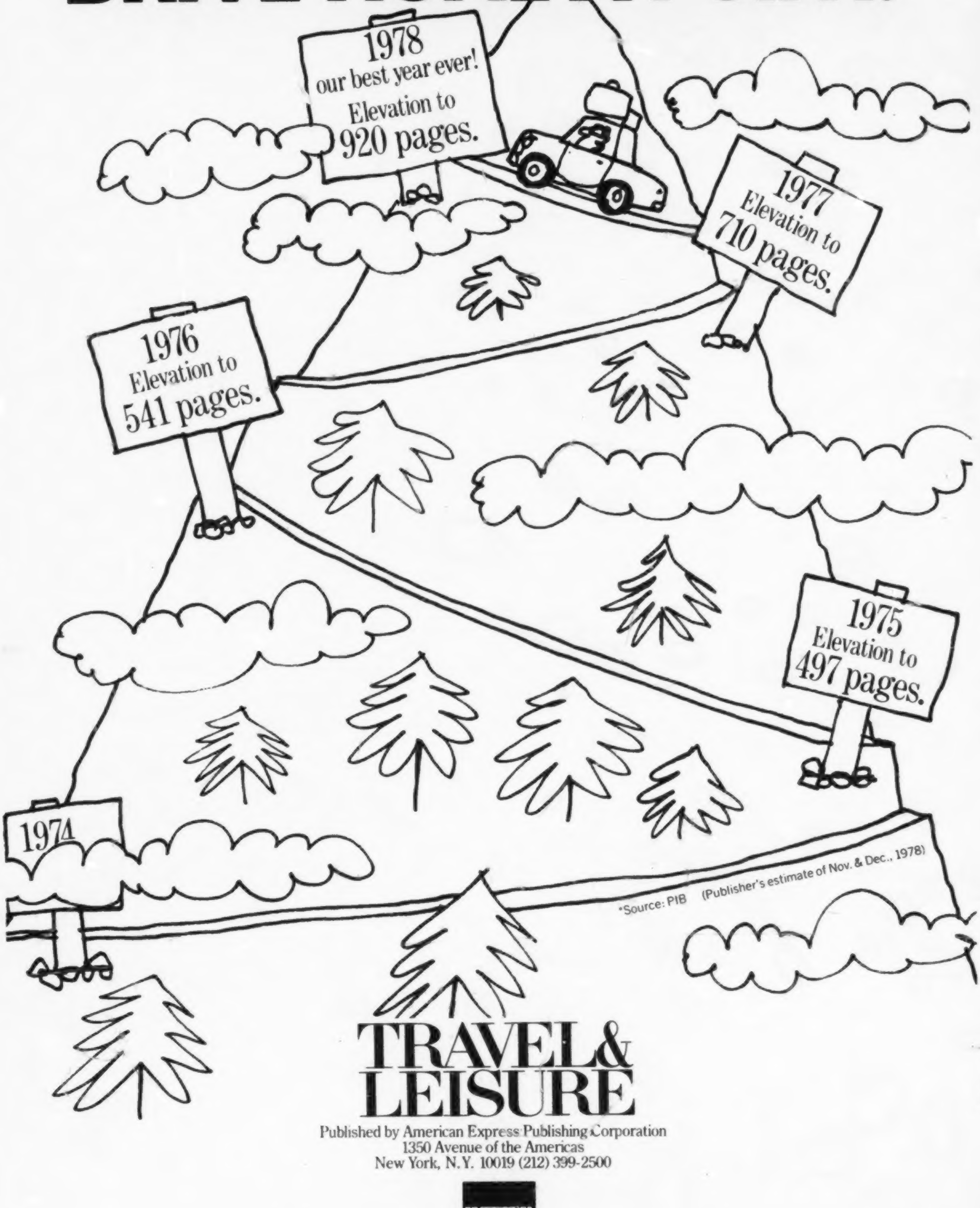
**Only one women's magazine gives you 17 issues a year.**

*The only tri-weekly magazine...*

**Family Circle.**

**A new issue every three weeks.**

# THANKS FOR HELPING US DRIVE HOME A POINT.


1978
our best year ever!
Elevation to
920 pages.
1977
Elevation to
710 pages.
1976
Elevation to
541 pages.
1975
Elevation to
497 pages.
1974
*Source: PIB (Publisher's estimate of Nov. & Dec., 1978)

TRAVEL&
LEISURE

Published by American Express Publishing Corporation
1350 Avenue of the Americas
New York, N.Y. 10019 (212) 399-2500

AMERICAN
EXPRESS

# SECTION 7

# SERVICES

Need to know where to call for more information about magazines, their audiences, and the advertising opportunities they offer?

Here is an updated and expanded listing of services and associations available to help the magazine advertiser.

**Pages 210-214** — Services: advertising and editorial measurement, computer services, copy testing, audience and subscriber research firms.

**Pages 215-216** — Advertising associations, magazine associations audit firms.

**Pages 217-222** — Glossary of magazine advertising terms for space buyers and planners.

# SERVICES

## ADVERTISING VOLUME MEASUREMENT

**Leading National Advertisers**
515 Madison Ave.
New York, 10022
(212) 888-1940

**Leading National Advertisers** offers the magazine advertiser or its agency a number of magazine-based expenditure services, including: ***Magazine Analysis Service***—a monthly analysis of **PIB** (Publishers Information Bureau) member publications, showing ad-page volume and dollar revenue. ***Regional Advertising Service*** — a monthly analysis of regional advertising activity and dollars in selected **PIB** publications. ***Multi-Media Reports Service*** — quarterly reports covering magazines, newspaper supps, network and spot tv, network radio and outdoor. (BAR — Broadcast Advertisers Reports furnishes the broadcast data.) There are three types of reports: by company, by product class and by brand name.

**Publishers Information Bureau**
575 Lexington Ave.
New York, 10022
(212) 752-0055

**Publishers Information Bureau** reports space and revenue data about general magazine advertising. **PIB** reports are issued monthly and are cumulative for each year. All display advertising carried by approximately 100 general magazines and three Sunday newspaper supplements are reported in detail by company and product, giving space size, characteristics, and the one-time rate applicable for each ad. Monthly **PIB** summary reports are also issued, showing the advertising pages and dollar volume carried by each magazine, in total and for over 300 product groupings. Leading National Advertisers prepares the reports for Publishers Information Bureau.

## EDITORIAL MEASUREMENT

**R. Russell Hall Co.**
180 West Putnam Av.
Greenwich, CT 06830
(203) 661-0190

**R. Russell Hall Co.** has been publishing "Magazine Editorial Reports" on a monthly basis for 42 years. The reports analyze the editorial content of about 50 consumer magazines, classifying the editorial content by subject matter and showing the data in terms of lines, pages and percentage of total editorial content for each magazine for each month and year-to-date. Also shown is the ratio of total editorial to total content. Special analyses of total or partial editorial content for magazine or newspaper publishers are made on special assignment.

## COMPUTER SERVICES

**Donovan Data Systems, Inc.**
666 Fifth Ave.
New York, NY 10019
(212) 586-0055

**Donovan Data Systems (DDS)** offers magazine advertisers and their agencies a service called the *Printpak System*. It is a single-data base, on-line real time computer system that augments and assists the agency's media, traffic and accounting departments. Following are some of the function it performs: produces contract and schedule for publication, produces insertion orders, produces estimates of the schedule and the necessary recaps, produces monthly billing with adjustments (make goods, rebates, short rates), authorizes payment (writes checks on the agency's account), produces financial recaps.

**Interactive Market Systems, Inc.**
19 W. 44 St.
New York, NY 10036
(212) 869-8810

**Interactive Market Systems (IMS)** offers complete on-line advertising, media and marketing computer services. On-line systems are used to analyze syndicated and proprietary research data from the U.S., Canada, and Europe, including Simmons, TGI, MMI, TTI, ARB, Nielsen, Starch, BAR, Purchase Influence, PMB, BMRB, NRS, PES, etc. Systems are used to develop market and media: cross tabulations; cost efficiencies; reach and frequency analysis (both formula and simulation models); optimizations; imperatives and comparatives; audience analyses of special editions; groups and network analysis; statistical analysis; and local, national and international campaigns. IMS provides simulation services. They offer design and maintenance of custom systems and reports for media planning and selling.

**IMS/Marketronics, Inc.**
19 W. 44 St.
New York, NY 10036
(212) 869-8810

**IMS/Marketronics** provides a computer service for marketing and media research decision-makers, offering a wide variety of on-line information services including the ability to access most of the syndicated research data services for print, television and outdoor. Programs generate recommended media schedules and analyses, as well as custom system development.

**Ogilvy & Mather International Inc.**
Six E. 48 St.
New York, NY 10017
(212) 688-6100

**Ogilvy & Mather Media Support Systems** are available to clients and non-clients alike. However, the agency does not actively compete with the commercial services or promote the service. The programs are developed for internal use. If the program as

# The 1978 Ad Dollar Summary

**Year-End Issue Only $75.00**

- The only complete listing of all brands active in six major media: consumer magazines, national newspaper supplements, network and spot television, network radio, outdoor.
- Expenditures for more than 24,000 brands—listed in alphabetical order with parent company identification and media used.

## PLUS

- The top 1000 companies with Ad Dollars listed by media.
- The top 10 brands in each of 243 product categories with category total.

A complete summary of Ad Dollars from the PIB Service, BAR Broadcast Services, LNA Outdoor. The official industry figures prepared for MPA, TVB, RAB, OAAA used by every major advertiser and their advertising agencies.

**Know thy Competition**

**1978—THE BIGGEST YEAR EVER**

LNA

**Leading National Advertisers, Inc.**

To: **LNA**
Subscription Dept.
P.O. Box 525
Norwalk, Conn. 06856

Yes, I want to know what my competition is doing.

☐ Send me__________1978 AD $ SUMMARY Year-End Report @ $75.00 each

☐ Send me__________1979 AD $ SUMMARY Quarterly Service @ $125.00 per year

☐ Enclosed check, m.o. ☐ Bill me

☐ Send further information

Write/Call LNA—515 Madison Ave.—NYC 10022 (212) 888-1940

Signed

Name & Title

Company

Street & No.

City State Zip

designed fits the need of someone outside of the agency, it will be made available (at a fee, of course). For the magazine medium it offers *Magazine Efficiency Analysis* (*MAGCPM*), a pre-planning evaluation system which ranks magazines by their efficiencies in delivering a target audience weighted by demographic cells (103), demographic categories (23) and by publication effectiveness (environment). Sixty-one magazines are in the bank. Its *Magazine Reach and Frequency* (*SISTHER*) service generates reach, frequency, frequency distribution, gross impressions, (and more) for major demographic cells. The *Demographic Impression Delivery* (*MESSDIST*) service provides an analysis of total gross impressions for the total plan and each individual medium within the plan. Extensive services are also available for television.

**Telmar Media Systems, Inc.**
90 Park Ave.
New York, NY 10016
(212) 949-4640

**Telmar Media Systems** offers a wide range of services covering most major media. All current syndicated media research for magazines, plus many historical studies are available on-line. Among those systems useful to the Magazine advertiser are: *Intermedia planning*—evaluates the reach/frequency of multi-media schedules including magazines, tv, radio, newspaper and outdoor. Estimated duplication between media when none is available. *National/local geographic allocation*—assists in the determination and fulfillment of an advertiser's geographical media requirements; accommodates network and spot tv and consumer magazines on either a dollar or impression basis. *Customized CPM reports*—audience analysis reports including CPM, composition, coverage, turnover, etc., by either net or gross audience. *Reach/frequency analysis* for respondent data (Simmons, TGI, MRI, PMB, etc.)—multiple schedules against user-entered or stored target definitions, produces tables of reach/frequency analysis for combinations of vehicles. *Media Timing—Tempo* provides dynamic media analysis by examining vehicles & schedules on a week-to-week and campaign period basis. Provides reach, frequency, cost efficiencies and gross rating points in table and graphic formats. *Optimization & computer generated schedules* allowing use of reach/frequency goals, media weights, target weights, package buys and "must" buys.

## AUDIENCE RESEARCH

**Magazine Research Inc.**
341 Madison Ave.
New York, NY 10017
(212) 599-0444

**Magazine Research Inc.** measures the audience of approximately 160 magazine titles. Annual fieldwork, which commenced in April, 1979, is being conducted by Chilton Research Services, Inc. and will consist of 30,000 personal interviews (in tab). The methodology employed is the recent reading technique, utilizing a uniform logo card-sorting procedure. The initial report, based on half-year sample, will be published in early Fall, 1979. In addition to demographics and reader quality of magazines, exposure to newspapers, radio and television is being collected. MRI is available on subscription to magazines, agencies and advertisers.

**Simmons Market Research Bureau**
219 E. 42 St.
New York, NY 10017
(212) 867-1414

**Simmons Market Research Bureau** produces the Study of Media and Markets, which is an on-going measurement of magazine, newspaper and supplement reading, radio listening, TV viewing, and outdoor exposure. Also measured are consumption rates and brand preference of more than 500 categories of packaged goods, durable goods and services. Media audiences and product users are each related to the other and to demographic characteristics. All data are available in published volumes and on computer tape.

**Three Sigma Research Center, Inc.**
230 Park Ave.
New York, NY 10017
(212) 697-7477

**Three Sigma Research Center** provides audience information and measures exposure to a magazine issue and its pages. The company offers the SORTEM study of magazine readership, which measures magazine audiences through the use of readership diaries maintained daily by respondents. Through this method of recording magazine reading each day, SORTEM can produce information about the total number of different days on which each publication is read, the total amount of time spent reading each publication, and the number of exposures to the average page each magazine contains. Because the diaries are open ended, all magazines are measured simultaneously and the number of magazines to be reported includes all those having sufficient circulation to be measured.

**Starch INRA Hooper:** See **COPY TESTING.**

## CLIPPINGS & CHECKING

**Advertising Checking Bureau**
Two Park Ave.
New York, NY 10016
(212) 685-7300

**Advertising Checking Bureau** provides a checking and clipping service covering, on a regular basis, approximately 90 magazines; others can be added by special arrangement. Checking can be ordered for one brand, a company or a product classification; clippings can be furnished for all ads or on an unduplicated basis. Written reports can be ordered which show space, pages, specifications and dollar value of space, or any detail the customer requests. This service can also be supplied for competitive advertising.

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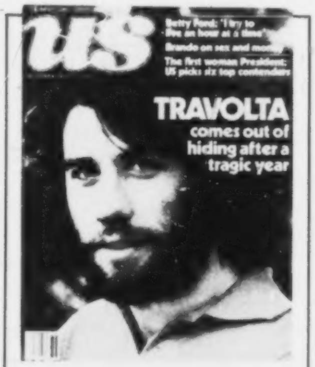
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## COPY TESTING

**ASI Market Research**
1370 Avenue of the Americas
New York, NY 10019
(212) 541-5110

**ASI Market Research, Inc.** offers a pretesting measurement service to gauge the effectiveness of magazine advertising. It involves the "tipping in" of an ad in an advance issue of a magazine in such a way that the test ad appears to be actually running in the issue. The issue is placed in the hands of respondents (minimum sample — 300) in advance of the on-sale date in several major cities. Two interviews are involved: a placement interview and a callback interview.

**Gallup & Robinson, Inc.**
Research Park
Princeton, NJ 08540
(609) 924-3400

**Gallup & Robinson** offers a copy testing system (Impact Studies) in consumer publications via a 24-hour recall. The test magazine is delivered to the home on a person-to-person basis and 24 hours later the interviewee is contacted by telephone. The purpose of the interview is to get the recall level as well as the level of idea registration and persuasiveness. These results are judged against appropriate product group norms. Ads can also be tipped into the test issue for pretesting.

**Harvey Research Organization, Inc.**
Temple Building
Rochester, NY 10017
(716) 232-4268

**Harvey Research Organization, Inc.** offers the *Communication Measurement Service*, a personal interview-aided recall service which develops both quantitative and qualitative information for the magazine advertiser. The 100 interviews which form the basis of each report are drawn from the subscription list of the magazine being studied. Three measurements are recorded: recall seeing, recall reading, and verbatim comments. The readers' comments reflect attitudes toward the company and the ad.

**Opinion Research Corp.**
N. Harrison St.
Princeton, NJ 08540
(609) 924-5900

**Opinion Research Corp.** provides a spectrum of custom advertising and media research services — developmental research, copy tests, on-air tests, advertising readership, pre/post tests, and campaign effectiveness. These are available for all media: print, TV, radio, outdoor, and point-of-purchase. ORC also conducts studies that may be used to substantiate advertising claims, and carries out readership and related media studies.

**Starch INRA Hooper, Inc.**
566 E. Boston Post Rd.
Mamaroneck, NY 10543
(914) 698-0800

**Starch INRA Hooper** Ad Readership Service measures the performance of about 1,000 issues of 100 consumer, general, and business publications. A readership report consists of a labeled copy of the magazine showing Ad-as-a-Whole and component parts (headline, illustration, copy) readership for all ads studied in the issue. Three soc xc scores are developed: Noted, Associated and Read Most. In addition, the service includes tabular sheets summarizing the readership of each ad in terms of the three measurements and in comparison with other ads in a product category. Other Starch services include Hitchhike Questions, Impression Studies, Adnorms Report, General Magazine AdO Ad-Files. In addition, Starch recently published a new Primary Readership Study covering major consumer publications.

## SUBSCRIBER RESEARCH

**Don Bowdren Associates**
32 High Ridge Rd.
Huntington, CT 06484
(203) 929-1300

**Don Bowdren Associates** specializes in magazine research. The originator of Principal Readers and Prime Readers of Selective Magazines, Bowdren conducts studies among subscriber and single copy buyers' households. The firm also conducts total primary audience studies for special interest publications and is currently conducting the 12-publication CRMA study.

**Erdos and Morgan, Inc.**
114 Fifth Ave.
New York, NY 10011
(212) 691-3150

**Erdos and Morgan,** a custom research specialist, has been involved with magazine readership studies, such as the annual *Comparable Profile Measurement*. This study was designed to provide comparable data about subscribers and subscriber households by means of a mail survey of 2,000 individual subscribers. Company can conduct any type of survey that can be handled by mail.

**Monroe Mendelsohn Research, Inc.**
352 Park Ave. S.
New York, NY 10010
(212) 684-6350

**Monroe Mendelsohn Research** provides custom designed research to solve a variety of marketing problems. Its staff, both consumer and trade oriented, offers concept/product testing, tracking and segmentation studies. Issues Survey of Adults and Markets of Affluence (see section 3, Magazines by Readers), syndicated survey of magazine readership among U.S. adults in households with annual incomes of $40,000 or more. Also offers advertising and media research.

**Trendex Inc.**
15 Riverside Ave.
Westport, CT 06880
(203) 227-0851, (212) 682-1182

**Trendex** specializes in telephone interviewing, mail surveys and on-site demonstrations. Custom surveys, cooperative research and syndicated reports are all available. Syndicated reports on a wide range of consumer goods are available by single copy or by subscription. Trendex employs its own trained field staff.

# ASSOCIATIONS & AUDITORS

## ADVERTISING ASSOCIATIONS

**Advertising Research Foundation**
3 East 54 St.
New York, NY 10022
(212) 751-5656
Hilda Stewart, research associate

Magazine Research Development Council:

Erwin Ephron (chairman), media consultant
John J. Bedell, director/research & development, Business Week
Eli Belil, research director, Playboy
William Benz, vp/corporate media, research director, D'Arcy, McManus & Masius, St. Louis
Dr. Elayn K. Bernay, research director, Ms. Magazine
Paul Chook, vp/marketing planning & research, Ziff-Davis Publishing Co.
Barbara Contardo, senior research analyst, New England Mutual Life Insurance Co.
Hugh Curley, research director, Better Homes & Gardens
William Deitch, research director, TV Guide
Stephen A. Douglas, market research director, Newsweek
Newt Gent, vp/research, MagnaMedia, Ltd., Toronto
Jerome D. Greene, president Marketmath, Inc.
Marvin Gropp, research director, Magazine Publishers Association
Jack Hill, vp/director media information services, Ogilvy & Mather
Rene A. Isaac, vp/corporate research director, Reader's Digest Association
Ingrid Kildegaard, vp/technical director, ARF
Sidney Layefsky, magazine consultant
Mitch Lurin, director marketing services, Ladies Home Journal
Richard Makely, president, Interactive Market Systems
Daniel Matthaidess, advertising research specialist, Eastman Kodak
Dr. Mark D. Munn, vp/research director, Family Circle
Dr. Patricia Murray, associate director, communications services, Young & Rubicam
William F. Niles, research director, Times Mirror Magazines
Lynne Preston, research director, Essence Communications
Sewall C. Sawyer, manager of media, Borden, Inc.
Clark Schiller, research director, corporate circulation, Time, Inc.
Dr. Robert J. Schreiber, director of market planning, Sports Illus.
Toni Smith, account executive, A.C. Nielsen Co.
Paul Steumpfig, marketing services director, Apartment Life
Joseph Welty, vp/advertising director, McCall's
Leslie H. Zeifman, advertising research director, Rolling Stone

**Amer. Assoc. of Advertising Agencies**
200 Park Ave.
New York, NY 10017
(212) 682-2500
Gloria A. Lanza, secretary, Consumer Magazine Committee

### Consumer Magazine Committee

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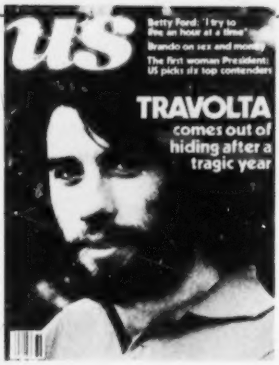
Ron Jaco, media director, Kraft Smith, Inc.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Source 1978 Simmons Custom Audience Study

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## MAGAZINE ASSOCIATIONS

**Assoc. of Publisher's Representatives**
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New York, NY 10022
(212) 421-6900
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Erik Nielson, treasurer
Bruce S. Herlitz, exec. secretary

**City and Regional Magazine Assoc.**
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New York, NY 10017
(212) 697-2620
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Turney Stevens (treasurer), publisher, Nashville!
Max S. Brown (secretary), publisher, Columbus Monthly

**Magazine Publishers Association**
575 Lexington Ave.
New York, NY 10022
(212) 752-0055
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Marvin M. Gropp, research director
David W. Bentley, vp/adv. sales

1629 K St., N.W.
Washington, DC 20006
Chapin Carpenter, Jr., vp/government relations

## CIRCULATION AUDITORS

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Chicago, IL 60606
(312) 236-7994
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Howard W. Kutz, sr. vp/assistant managing director
Robert W. Roberts, vp/marketing services

420 Lexington Ave.
New York, NY 10017
(212) 867-8992
Carroll H. Hudders, Jr., vp/advertiser-agency relations

**Business Publications Audit of Circulation, Inc.**
360 Park Ave. So.
New York, NY 10010
(212) 532-6880
Thomas J. Campbell, president
Joseph B. Foley, exec. vp
Edward F. Calfo, vp

35 E. Wacker Drive
Chicago, IL 60606
(312) 263-4346
Gregory Hill, manager Western Div.

**Verified Audit Circulation**
1413 Seventh St.
Santa Monica, CA 90401
(213) 451-8191
Alan L. Desser, president
Claire Schneider, vp

# GLOSSARY OF MAGAZINE ADVERTISING TERMS

A must for the beginner as well as a refresher for the experienced, the glossary that follows consists of pertinent definitions of commonly used terms related to magazine advertising planning, research and space buying.

The primary source used was the Ayer Glossary of Advertising and Related Terms (second edition), published by N. W. Ayer ABH International, copyright 1977 by Ayer Press, 210 West Washington Sq., Philadelphia, PA 19106, priced at $9.95. Also used was the Glossary of Arbitron Terms.

The editors have tried to include all of the most oft-used terms, but there is always the possibility that some term or other has been overlooked. The definitions themselves were sometimes modified for brevity.

## A

**A/B split**—A two-way copy split by which different advertisements appear in alternate copies of the same issue of a magazine. Used as an advertising copy/response testing technique.

**Account executive**—The person in an advertising agency primarily responsible for interpreting the client's needs to the agency and the agency's ideas and solutions to the client.

**Accumulated audience**—See **Cumulative audience.**

**Accumulated households**—The total number of different households reached by a given publication over a specified period of time.

**ADI** (Area of Dominant Influence)—Arbitron's geographic market design which defines each television market exclusive of others based on measurable viewing patterns. Each area consists of all counties in which the Home Market Stations hold a dominance of total quarter hours viewed. Every county in the U.S. (excluding Alaska and Hawaii) is allocated exclusively to one ADI. Originally a TV-area concept, it is now being used by other media. The concept is similar to Nielsen's DMA.

**Adnorms**—A report of broad readership averages of specific advertisements in certain magazines, which provides a basis for comparison and evaluation of the readership of individual campaigns and advertisements.

**Advance proof**—A rough proof supplied in advance, before going to press.

**Apperception**—That which a reader anticipates or expects to find in an advertisement or publication, based upon previous experience.

**APX**—See **Average page exposure.**

**Area of Dominant Influence**—See **ADI.**

**Audience accumulation**—The addition of new audiences to the total reach of a medium with successive issues.

**Audience characteristics**—The objective traits of those people who have been exposed to a publication. The traits may include age, sex, life-style, educational background and economic status. Sometimes referred to as audience composition, audience profile, demographic characteristics, demographics, or profile.

**Audience composition**—A statement of the audience in terms of such physical characteristics as age, sex, race, location, etc. Sometimes called audience characteristics, Audience profile, demographic characteristics, demographics, or profile.

**Audience duplication**—The number of homes or readers exposed more than once to the same message through various media or repeatedly through the same medium over a measured period.

**Audience profile**—See **Audience characteristics, Audience composition, Demographics.**

**Average exposure**—The average number of times the accumulated audience has been exposed to several issues of the same or different publications.

**Average net paid circulation**—The average number of paid copies of a publication circulated during a previous six-month period of time. ("Net paid" is gross circulation less leftover, unsold, returned, file, sample, exchange, advertisers', and special edition copies.)

**Average page exposure**—The average number of times a reader is exposed to a page of advertising copy. Abbreviated apx.

## B

**B & W**—Abbreviation for "black and white," as differentiated from two- or four-color advertisements.

**Barter plan**—A plan whereby the cost of a medium's space or time is paid for in merchandise or services rather than in money. Also known as a due bill.

**Blanket contract**—The contract with a publisher which covers advertising placed for all products or services of an advertiser whether handled by one or several agencies. Also called master contract.

**Bleed**—An advertisement or page of a publication with illustration area that is printed to the very edges of the page, or is trimmed so that the illustration runs to the very edges.

**Body copy**—The main copy section of the reading matter in an advertisement, as distinguished from the headline and name plate.

**Bonus circulation**—The number of copies of a publication which are delivered in excess of the circulation guaranteed by the publisher.

**Buried advertisement**—A printed advertisement surrounded by others on the page, or one in the bottom corner of the page with advertisements above and next to it. The advertisement tends to be lost on the page or overlooked by readers in such an undesirable position.

## C

**Checkerboard**—A type of layout in magazines in which advertisements are placed in diagonal half or quarter pages, alternating with editorial matter, thus allowing the advertisement to dominate without buying a whole page or spread unit.

**Checking copy**—The copy of a publication or periodical supplied to an advertiser to verify the appearance of his advertisement.

**Circulation**—The average number of copies of a single edition or issue of a newspaper, magazine, trade journal, or periodical sold or distributed free over a period of time.

**Circulation per $**—The amount of circulation obtained or obtainable for each dollar expended for advertising in one or more given media.

**Class magazine**—A periodical of fine-quality materials and copy with a high-income and highly sophisticated audience.

**Closing date**—The day when material for publication—advertising reproduction material or editorial—must be in the hands of the publisher in order to be included in a particular edition or issue.

**Coated paper**—A type of paper with a smooth or slick surface.

**Combination buy**—A special, combination, rate, purchase of advertising space or time offered or required ("forced") by two or more publications, usually under the same ownership.

**Combination rate**—A special rate for advertising space or time offered or required ("forced") by two or more publications usually under the same ownership.

**Consumer advertising**—Advertising directed to the general public or one or more segments thereof, as differentiated from trade, business, or industrial advertising.

**Consumer magazine**—A magazine which appeals to an audience with a specific interest—but not as specific as that in a trade paper.

**Continuity**—1. The maintenance of a single theme or selling offer in the advertising of a product over a period of time. 2. The principle of advertising without interruptions which could reduce effectiveness.

**Continuity discount**—A discount given for advertisements that are run for a long period of time or have a heavy schedule during a limited time period.

**Cooperative advertising**—Local or regional advertising, the cost of which is shared by a national advertiser (manufacturer) and, typically, a wholesaler or distributor and a retailer, commonly on a 2-1-1 basis. Copy and media selections are influenced by the manufacturer's co-op advertising or merchandising policy. Funds are generated in relation to the trade's product dollar or unit purchases.

**Coordinated advertising**—The technique of using one central theme or selling idea for all advertising and promotional material in a campaign.

**Copy testing**—Preliminary trials of different copy appeals or selling ideas to determine which are most effective for the purpose intended.

**Cost efficiency trends**—The trends in "cost per thousand" over a period of years.

**Cost forecasts**—The future projections or estimates of advertising costs after taking into consideration such factors as rate increases, population growth, etc.

**Cost per thousand**—The cost of advertising for each 1,000 circulation of publications. Abbreviated CPM.

**Coverage**—The ratio of circulation to families in the U.S. or specific states, counties, or metropolitan areas, or, for trade publications, the ratio of circulation to the number of businesses or persons (by title and position).

**CPM**—See **Cost per thousand.**

**Cume**—See **Cumulative audience.**

**Cumulative audience**—The total number of different persons reached by a given publication over a specified period of time. Also known as the accumulated audience or cume. Sometimes called net unduplicated audience, reach, or unduplicated audience.

## D

**Demographic characteristics**—See **Audience characteristics, Audience composition, Demographics.**

**Demographics**—Short for "demographic characteristics," the "people" identifying characteristics—frequently expressed statistically—of an advertising medium's readers or audience, or those of a market segment: age, sex, education, income, occupation, marital and family status; also may include home and furnishings ownership, habits, life-style, etc. Sometimes called audience characteristics, audience composition, audience profile, and profile.

**Designated Market Area**—See **DMA.**

**DMA (Designated Market Area)**—A Nielsen area concept similar to Arbitron's Area of Dominant Influence, embracing the counties in which the TV station obtains the highest proportion of the viewing audience. (Originally, a TV-area concept but now being used by other media.)

**Double-page spread**—See **Double-spread.**

**Double-spread**—One advertisement occupying two facing pages. Double-spread and double-page spread usually refer to a magazine advertisement while double truck usually refers to a newspaper advertisement. However, double-page spread, double-spread, and double truck are sometimes used interchangeably.

**Due bill**—See **Barter plan.**

**Duplicated audience**—See **Duplication.**

**Duplication**—The number of homes, viewers, listeners, or readers that are exposed to the same message, through various media or in the same medium, two or more times. Less commonly called duplicated audience.

**Dutchdoor**—A special magazine advertising space involving half-page gatefolds.

## E

**Editorial**—Descriptive of those areas of a publication that deal with the news, feature stories, or the opinions of the editors or publishers, as dintinguished from the areas devoted to advertising.

**Editorial content**—That portion of a publication's content which is devoted to editorial messages—as distinguished from advertising—expressed in terms of pages, linage, or percent of total content.

**Exposure**—A person's visual and/or audio contact with an advertising medium or message.

## F

**Fixed location or position**—See **Guaranteed position.**

**Flighting**—An advertising campaign which alternates periods of advertising activity with periods of no advertising. Blinking and pulsing are two forms of flighting.

**Four-color process**—The method of printing color illustrations through the use of four separate plates: black, blue, red, and yellow.

**Frequency**—1. The average number of times an accumulated audience

ANNUAL GUIDES TO HELP YOU PLAN YOUR MEDIA BUY

# Encyclomedia

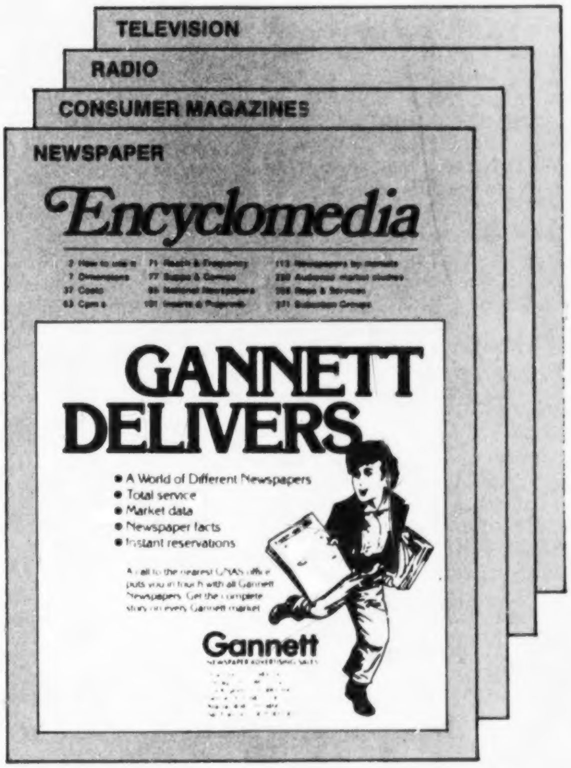
**ENCYCLOMEDIA...**
a comprehensive compilation of use data for media planners, buyers and advertisers. Includes audience coverage, demographic and basic costs presented market-by-market, cross-referenced in tabular format for quick, easy reference, comparison and analysis. One single, self-contained edition for each medium.

"I can't imagine any decision-maker operating ever again without constant reference to this bible of the magazine field."
Dave Kimble, VP/Mgmt. Sup.
Grey Advertising

"Just received Radio Encyclomedia. In a word, it's a masterpiece."
Bill Schrank, VP/Dir.
Katz Radio Research

"TV Encyclomedia promises more useful information in one source than anything I've seen anywhere."
Mike Drexler, VP Media
Doyle Dane Bernbach

"The best material on newspapers I've seen in 30 years. How did I ever get along without it . . "
William Hewitt, Media Sup.
D'Arcy-MacManus & Masius


TELEVISION
RADIO
CONSUMER MAGAZINES
NEWSPAPER
Encyclomedia
GANNETT DELIVERS
A World of Different Newspapers
Total service
Market data
Newspaper facts
Instant reservations
Gannett

Encyclomedia 342 Madison Avenue, New York, N.Y. 10017
Send me data on ☐ copies ☐ ads for these Encyclomedias:
☐ newspaper ☐ consumer magazine ☐ radio ☐ tv

NAME ____ TITLE ____
FIRM ____
ADDRESS ____
CITY ____ STATE ____ ZIP ____

has been exposed to or has the opportunity for exposure to the same advertising message within a measured period. 2. More generally, the number of advertisements in an advertising campaign or series.

**Fringe publication**—A publication which is considered of secondary importance in an advertising campaign.

## G

**Gatefold**—A magazine unit of advertising space comprising at least one full page with a second full or partial page folding out from the outside margin.

**General magazine**—A consumer magazine with a broad audience appeal, such as *Reader's Digest*.

**Gross Audience**—In print media, an estimate of the number of persons who read or look into an issue of a publication, regardless of how it is obtained or where it is read. Also known as the total audience or TA.

**Guaranteed circulation**—The number of copies of a publication which the publisher guarantees to deliver to readers. It is usually the major portion of a publication's total circulation.

**Guaranteed position**—The position guaranteed to the advertiser in each issue of publication. Less commonly known as a fixed location or fixed position.

**Gutter**—The space down the center between two facing pages of a bound publication.

**Gutter bleed**—An illustration that bleeds or prints to the binding of a publication.

## H

**Horizontal publications**—Business or trade publications that cover the activities or interests of a number of different trades or industries, as opposed to vertical publications where each has an editorial focus on the activities or interests of a particular trade or industry.

**Household**—The person or group of people living in one dwelling, constituting a social unit.

**Household characteristics**—An expression or statement of the habits, economic and educational status, and composition of a household of which some member has read a particular publication.

**Household combinations of magazines**—The number of households receiving a current issue of two or more magazines at the same time.

**House organ**—A newspaper or magazine published by a business organization in the interest of employee relations and usually circulated internally only.

**House rough**—A preliminary layout of an advertisement to be used only for discussions within internal departments of the agency.

## I

**In-ad coupon**—A manufacturer's coupon which appears as part of a retailer's advertisement.

**Insert**—A separate, specially printed sheet or folder inserted into a publication.

**Insertion order**—A written or typed authorization from an advertising agency to a publisher to carry advertising as specified on a given date at a published or agreed-upon rate.

**Island position**—The preferred location of a print advertisement on a page of a magazine, newspaper, or periodical where it is entirely surrounded by editorial matter.

**Issue life**—The length of time during which a publication reaches a maximum measurable audience. It is usually five weeks for a weekly and ten to 12 weeks for a monthly.

## L

**Layout**—1. The diagrammatic design of an advertisement still to be finished. 2. The drawing or sketch of a proposed piece to be printed. 3. The visual plan for any project.

**Layout order**—An order requesting the preparation of an advertising layout or storyboard.

**Linage**—The total number of lines of space in a publication occupied by advertising or editorial matter.

**Local advertising**—Advertising appearing only in one or more specific localities, as distinguished from advertising appearing regionally or nationally.

**Local rate**—An advertising rate charged to a local advertiser, usually a retailer, by newspapers, broadcasting stations, or local publications, as distinguished from a national rate that is charged to a national advertiser, typically a manufacturer.

## M

**Magazine**—A periodical publication, usually on coated paper, typically with editorial focus on one or a limited number of categories of interest.

**Magazine supplement**—A section of a newspaper in magazine format. Historically it was published by an organization which distributed copies of it to subscribing newspapers, but increasingly it is being published by the individual newspaper for use by that newspaper alone.

**Makegood**—An advertisement run by a publication for scheduled advertising that was either omitted (as a result of human or mechanical error, or act of God) or run incorrectly.

**Market**—1. A geographical area in which products or services are sold or to which advertising or publicity is directed. 2. A social, economic, cultural, or demographically defined group of people who are actual or potential purchasers of a product or service.

**Marketing**—All activities leading to the exchange of goods or services for, usually, monetary consideration, including: market research, product conceptualization, product positioning, packaging, pricing and trade discounts, selling, distribution, advertising, sales promotion, and publicity.

**Master contact**—See **Blanket contract.**

**Mechanical**—1. A finished layout that is photographed for offset printing. (Also known as a paste-up.) 2. An arrangement of type proofs and prints of art, used for guidance by the engraver in assembling all elements of an advertisement. Also called a keyline.

## N

**Net paid circulation**—The number of copies of a publication sold per issue through subscription, newsstand sales, etc. Also called total net paid.

**Newsstand circulation**—The total number of those copies of a publication that are single copy sales at newsstands, as distinguished from mailed subscription copies.

**Next-to-reading matter**—The positioning of an advertisement adjacent to editorial or reading matter on a page within a publication.

**Non-bleed**—An area of illustration of printed matter that does not bleed off (extend flush with) the edges of the page, but rather has white space margins.

**Noted**—Descriptive of a reader of a publication who recognizes a particular page or advertisement, when interviewed, irrespective of any further association or involvement with the contents.

## O

**One-shot**—Descriptive of an activity, program, event, or happening that needs to be, can be, or is performed only once.

**Opaque**—To paint or block out areas on a photographic negative or transparency not wanted on the plate.

## P

**Pass along**—Descriptive in media research of circulation and/or readership of a publication "passed along" to a neighbor, friend, or relative.

**Position request**—A request by the agency or the advertiser for particular placement of an advertisement within the pages of a publication, which may be granted at the publisher's option and discretion.

**Potential audience**—In print media, the number of households receiving an issue of a publication.

**Preemptible rate**—An advertiser's rate which may be cancelled if another advertiser will pay a higher rate.

**Preferred position**—A special position or space in a publication, for which the advertiser is charged a premium rate.

**Preprint**—An exact reproduction of an advertisement as it will appear in a publication, made available in advance of the issue date.

**Preprint insert**—An insert, loose or bound, in a publication, specially printed in advance and usually on a different press.

**Primary audience**—All readers in a household to which a publication is originally circulated.

**Primary readers**—Those persons who read an issue of a publication originally circulated to them.

**Profile**—See **Audience characteristics, Audience composition** and **Demographics.**

**Progressive proofs—See Progressives.**

**Progressives**—Proofs of each individual plate in a series of color process plates, pulled in the proper colored inks, showing the effect of the succession of two or more (usually four) color plates. Also called progressive proofs.

**Psychographic characteristics—See Psychographics.**

**Psychographics**—A categorization of consumers on the basis of psychological, as distinguished from demographic, dimensions. It may include activities, interests, opinions, values, attitudes, life-styles, personality traits, etc. Also known as psychographic characteristics.

**Pulsing**—A form of flighting with regular and equal alternating periods of advertising and hiatuses, likened to the regular beating of the pulse.

## R

**Rate base**—Guaranteed annual average issue circulation upon which a publication's advertising rates are based.

**Rate card**—A card or folder issued by a publication listing its advertising rates and mechanical and related requirements.

**Rate holder**—An advertisement scheduled for the specific purpose of achieving a better discount.

**Rate protection**—The length of time that a certain rate is guaranteed to the advertiser.

**Reach**—See **Cumulative audience.**

**Reader**—Any person who looks into or is exposed to any part of a publication.

**Reader characteristics**—Any expressions, frequently statistical, of the demographic characteristics (age, sex, education, income, occupation, marital and family status, etc.), home and furnishings ownership, habits, and lifestyles of the readers of a publication. Such information usually emphasizes comparisons with readers of competitive or other publications.

**Reader response**—The inquiries or comments from readers of an advertisement or editorial matter in a publication.

**Readership**—The actual number of readers of a publication, usually greater than its circulation.

**Readers per copy**—The average number of readers of each copy of a publication that is circulated.

**Reading days**—1. The number of different days an issue of a publication is looked into by each of its readers. 2. The total number of days on which a publication is read by its audience.

**Reading notice**—An all-type advertisement set up to imitate the reading matter in a publication.

**Read most**—The percentage of readers of a publication who, when interviewed, remember having seen a particular page or advertisement, associate it with the subject or advertiser, and have read 50% or more of the reading matter. Such an evaluation is used in advertising copy research.

**Recall**—A person's ability to remember certain facts about his exposure to specific advertising, while being interviewed for research purposes.

**Reminder advertising**—The brief advertisements which repetitively emphasize a product or brand name to keep the public familiar with the item or name, as distinguished from advertising which gives more information about product features and benefits.

**ROP**—See **Run-of-paper position.**

**ROS**—See **Run of schedule.**

**Run**—The total number of copies printed at one time.

**Run-of-paper position**—An advertising placement in which the advertiser has no control over the placement or positioning of his advertisement within a publication, as distinguished from a preferred position. Abbreviated ROP position.

**Run of schedule**—The maintaining of the same conditions throughout a schedule. Abbreviated ROS.

## S

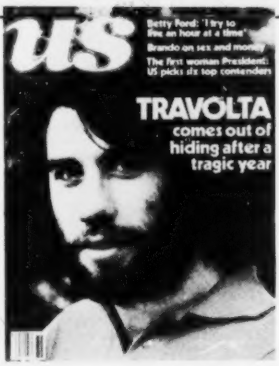
**Sample**—A representative segment of a market or audience, selected or designed so that its demographic characteristics correspond to those of the entire market or audience within acceptable limits of statistical error.

**Sampling unit**—A geographic area consisting of a single county, a group of counties or a part of a county.

**Scotch spread**—An advertisement across two facing pages of a publication with some fraction of a page of editorial or advertising content on each side.

**Secondary audience**—The readers of an issue of a publication which has been passed along from the original purchaser or subscriber.

**Seen-associated**—The percentage


us
Betty Ford: 'I try to live an hour at a time'
Brando on sex and money
The first woman President: US picks six top contenders
TRAVOLTA comes out of hiding after a tragic year

THE BEST WAY TO REACH OVER 5 MILLION YOUNG ADULTS AT A PRICE ANY ADVERTISER CAN AFFORD!

MEDIAN AGE 28.3
MEDIAN HOUSEHOLD INCOME $19,840
76% ARE 18-34
49% ARE COLLEGE EDUCATED

Source: 1978 Simmons Custom Audience Study

us MAGAZINE

The next two weeks belong to us

of readers of a publication who, when interviewed, remember having seen a particular page or ad and are able to associate it with the subject, advertiser, or brand name; an advertising copy research term.

**Screen velox**—A photographic copy of artwork made by an engraver through a halftone screen.

**Shelter book**—A magazine with editorial focus on the home, covering such topics as home building, remodeling, decoration, and maintenance, and sometimes secondarily, family activities and problems. Also called a shelter publication.

**Shopper**—A tabloid-size publication printed on newsprint and distributed free of charge, usually listing specially priced goods. Shoppers are used on the local level.

**Short rate**—The amount of money an advertiser is obliged to pay a publication on a retroactive basis for not having earned an anticipated rate because of a reduction in the advertising schedule.

**Show-through**—The condition of a sheet of paper where print on one side can be seen through from the other side.

**Space charge**—The charge made for the placement of advertising in publications.

**Space discount**—The discount allowed by a magazine when the advertiser contracts for a certain amount of advertising space.

**Split run**—The use of wholly different advertisements or different versions of the same basic advertisement in different copies of the same issue of a publication, usually to test readership or response to such variables as copy appeals, price, premium offers, ad size, etc.

**Spread**—An advertisement filling the entire space of two facing pages in a magazine.

**Staggered schedule**—A schedule for several advertisements in two or more publications with alternating or rotating dates.

**Subscription circulation**—The aggregate of those copies of a publication that are paid for in advance and mailed or otherwise distributed regularly.

## T

**TA**—See **Gross audience.**

**Tear sheet**—An entire, actual page from a publication, usually given to an advertiser to prove insertion of his advertisement within the publication on that page.

**Tie-in**—1. A small local advertisement placed by a dealer or agent near or in juxtaposition to a large advertisement placed by the national advertiser. 2. An advertisement in which two different products, not necessarily of the same advertiser, appear together.

**Time spent reading**—A research measurement of reader interest or involvement, expressed as the number of minutes spent by the average reader with a single issue of a publication.

**Tombstone advertising**—A particular class of advertising announcements placed by investment/security bankers, underwriters, and brokers. Observing rigid requirements and limitations imposed by the federal government, the all-copy ads are written in legal terminology. Their gray mass appearance and "lifeless" copy give rise to the name.

**Total advertising**—The aggregate of space devoted to advertising in a publication usually expressed in number of lines for newspapers and number of pages for magazines.

**Total audience**—See **Gross audience.**

**Total circulation**—The aggregate circulation of a publication, including subscription, newsstand sales, and free distribution.

**Total net paid**—See **Net paid.**

## U

**Unduplicated audience**—See **Cumulative audience.**

**Universe**—The estimated number of persons in the sex/age group and geographic area being reported.

## V

**Velox**—A photographic print. As distinguished from a photostat, it does not shrink and will give better definition.

**Vertical publications**—Business publications with editorial focus on the needs, interests, and activities of only one particular trade, industry, or profession, as distinguished from horizontal publications which are concerned with common interests of a number of different trades, industries, or professions.

# Call us "Decisions" but label us "Marketing & Media"

Our new name, "Marketing & Media Decisions," is a mouthful, we know. Just call us "Decisions."

Of course we have an important reason for hanging an elongated name on our magazine. "Marketing/brand management" at the advertiser has always been our first circulation classification, and it's about time we made "Marketing" our first name, too.

Close on the heels of Marketing's 21.4% of our qualified circulation comes the agency's media department with 20.4%. We're the Media Department's Bible, and we're proud to be. They not only read us; they clip us, file us, route us, use us in their work.

Because advertising is one of the corporation's biggest dollar investments today, the advertiser is becoming more and more involved in the media buy. Media have to reach both agency and advertiser to make the sale.

Most advertising trade papers are read at the agency level. You need a book that the advertiser also needs and reads. At the advertiser...

...85.3% in marketing/brand management get M&MD *by personal written request.*

...So do 90.8% in advertising/sales promotion.

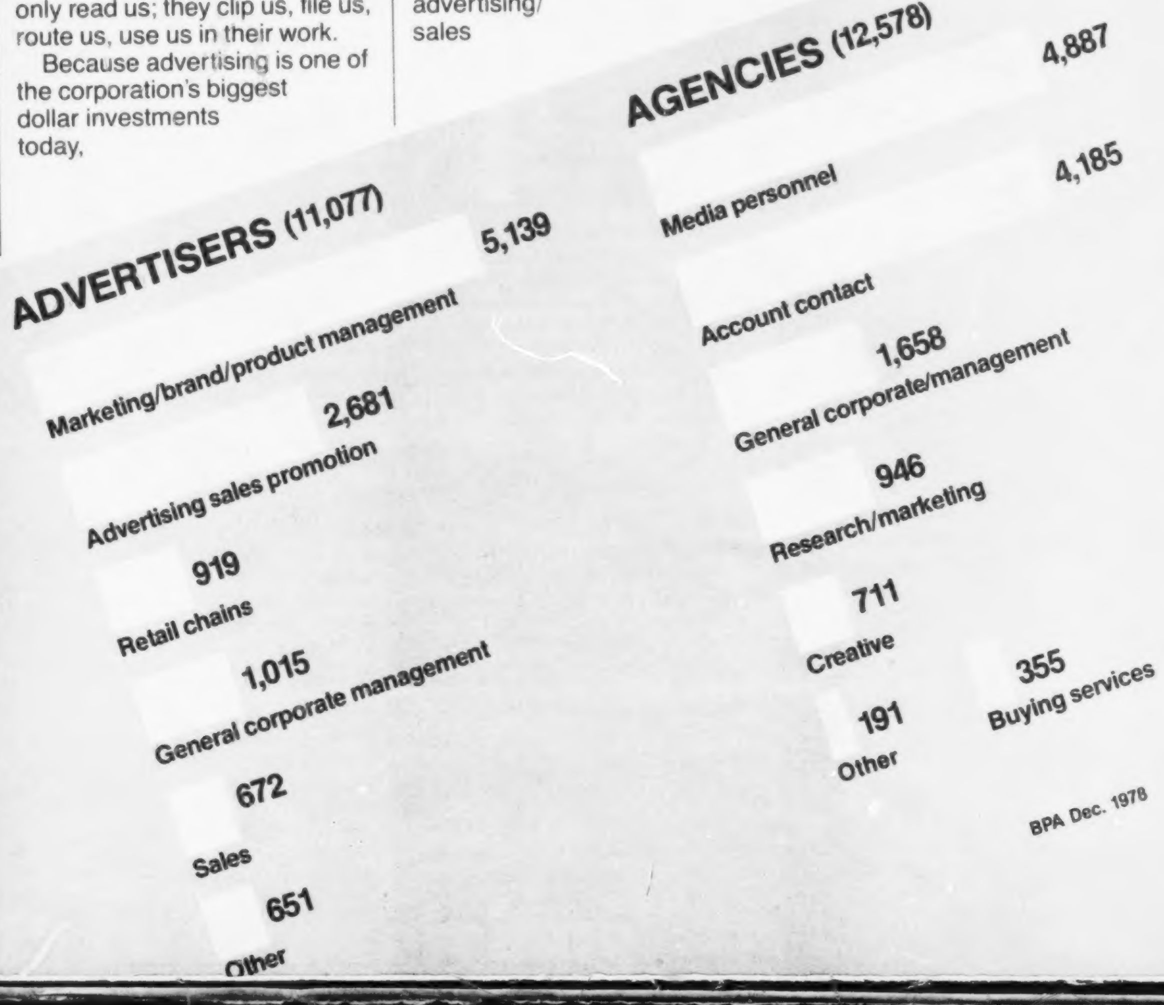
...So do 62.7% at the general/corporate management level.

...So do 91.9% of the advertising/sales promotion/merchandising executives at the major retailers.

Our circulation galley is open for your inspection. If you'd like to check us against your key accounts, phone Mike Membrado, vp, advertising director, at (212) 953-1888.

**MARKETING & MEDIA Decisions**

342 Madison Avenue
New York, NY 10017
(212) 953-1888



BPA Dec. 1978

# 1979/80 MAGAZINE ENCYCLOMEDIA

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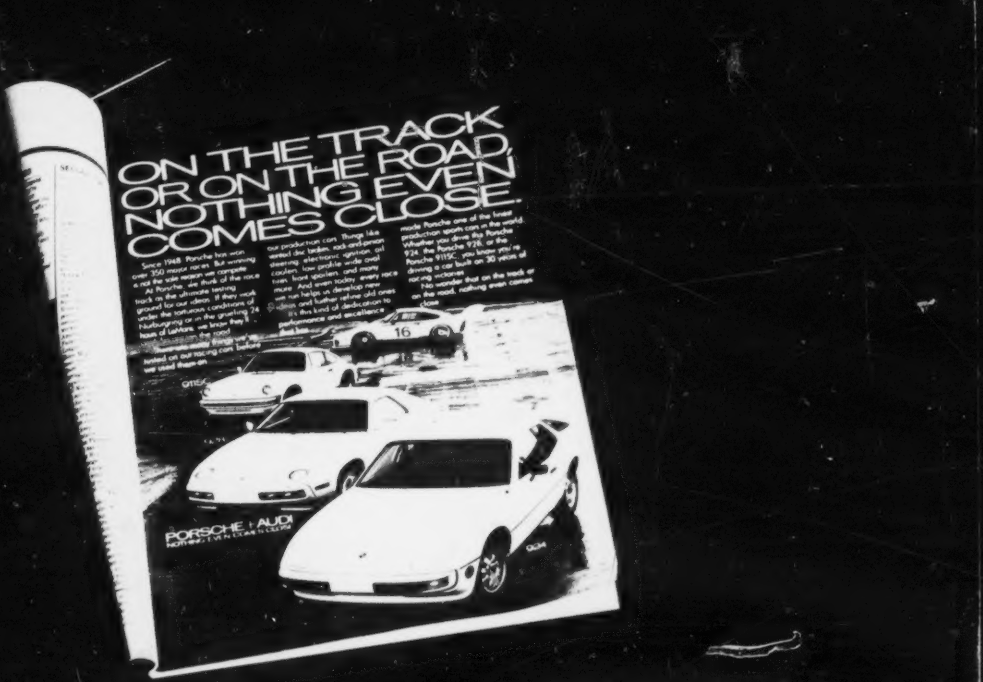

ON THE TRACK OR ON THE ROAD, NOTHING EVEN COMES CLOSE.

# How Porsche gets the most mileage out of their advertising.

The man who reads GQ is young, single, sophisticated and affluent. And he likes to spend his money.

Those were enough facts to get the people at Porsche interested in advertising in GQ.

But when we told them that 98% of our readers own cars, and 34% of them own foreign cars, they were even more interested.

And when we added the fact that half of our readers plan to buy a new car in the next year, it was all they needed to hear.

Today they're finding out for themselves just how much mileage you can get out of advertising in GQ.

We think the reason Porsche does so well is because they not only know how to make a great car, they also know how to reach their audience.

**GQ**

**There's a lot more to fashion than clothes.**

A Condé Nast Publication

I was a 97 lb. tadpole.

Oh, nobody kicked sand in my face in Nielsen A and B counties. In cities and suburbs everyone admired my marketing muscle. But out in C and D counties . . . over 33% of America . . . I was a polliwog of a product.

Then I discovered GRIT, the national small-town weekly. One and a quarter million circulation, clean and healthy and brand-loyal, concentrated in hard-to-reach small towns. Lean rates. No fat overlap with other media.

Adding GRIT to my media schedule won me the title, "The World's Most Perfectly Developed Campaign."

Call your representative for proof that GRIT can do for you what it's done for me: make YOUR PRODUCT a BIG FROG in SMALL TOWNS.

**Big frog in small towns** GRIT

AMERICA'S GREATEST FAMILY NEWSPAPER

THE NATIONAL SMALL-TOWN WEEKLY

Home Office: Williamsport, Pa.; Branch Offices: New York, Chicago, Detroit—Los Angeles/San Francisco, John P. Sandford Co.—Atlanta, Collinson & Company